

WHAT'S AHEAD?

THE INLAND AND AMERICAN

# PRINTER AND LITHOGRAPHER

The leading  
publication in  
the world of  
offset-letterpress  
printing

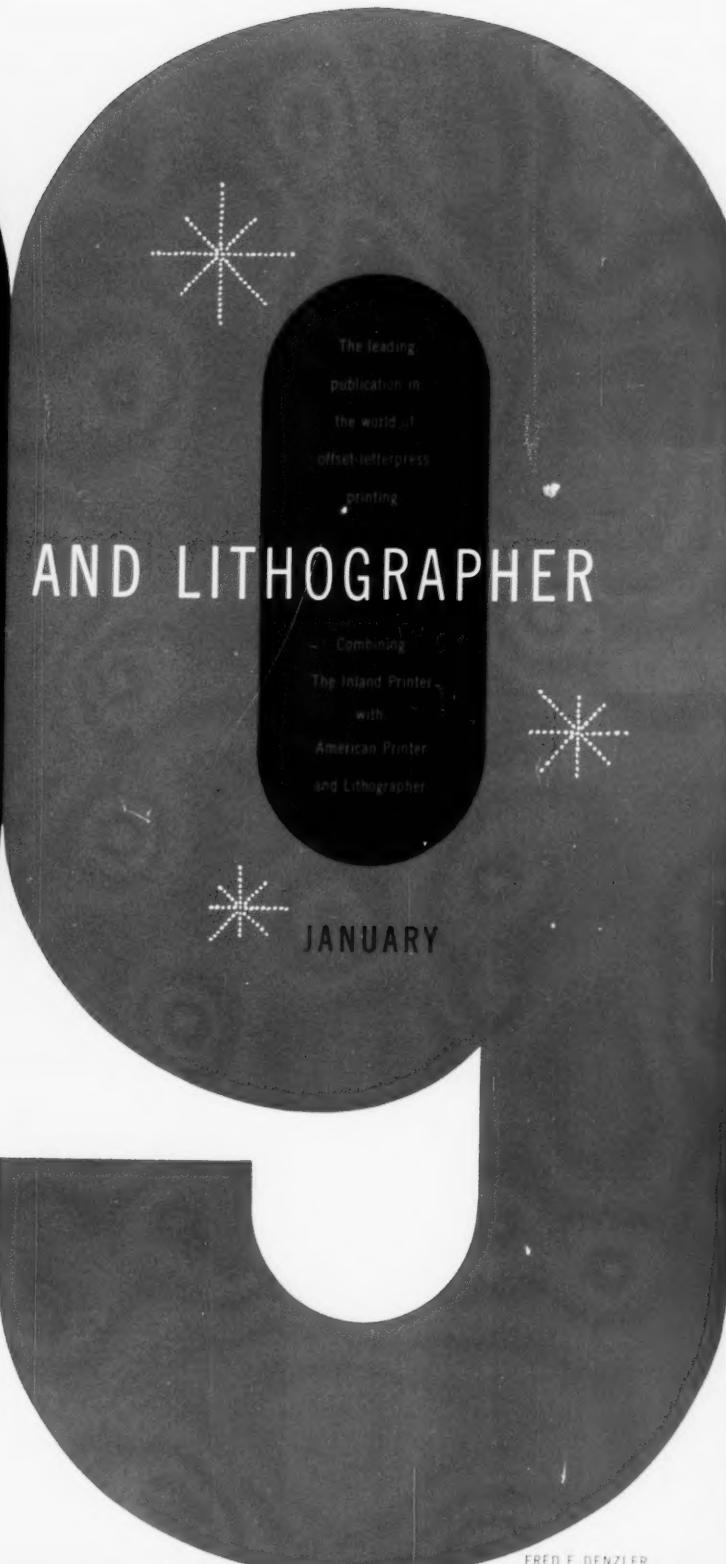
Combining  
*The Inland Printer*  
with  
*American Printer*  
and *Lithographer*

JANUARY

Association Leaders See Good Year

Equipment and Supply Manufacturers Enthusiastic For '59

Commerce Department Review and Preview



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Ludlow 39-HIC Hauser Script, 18 to 72 point

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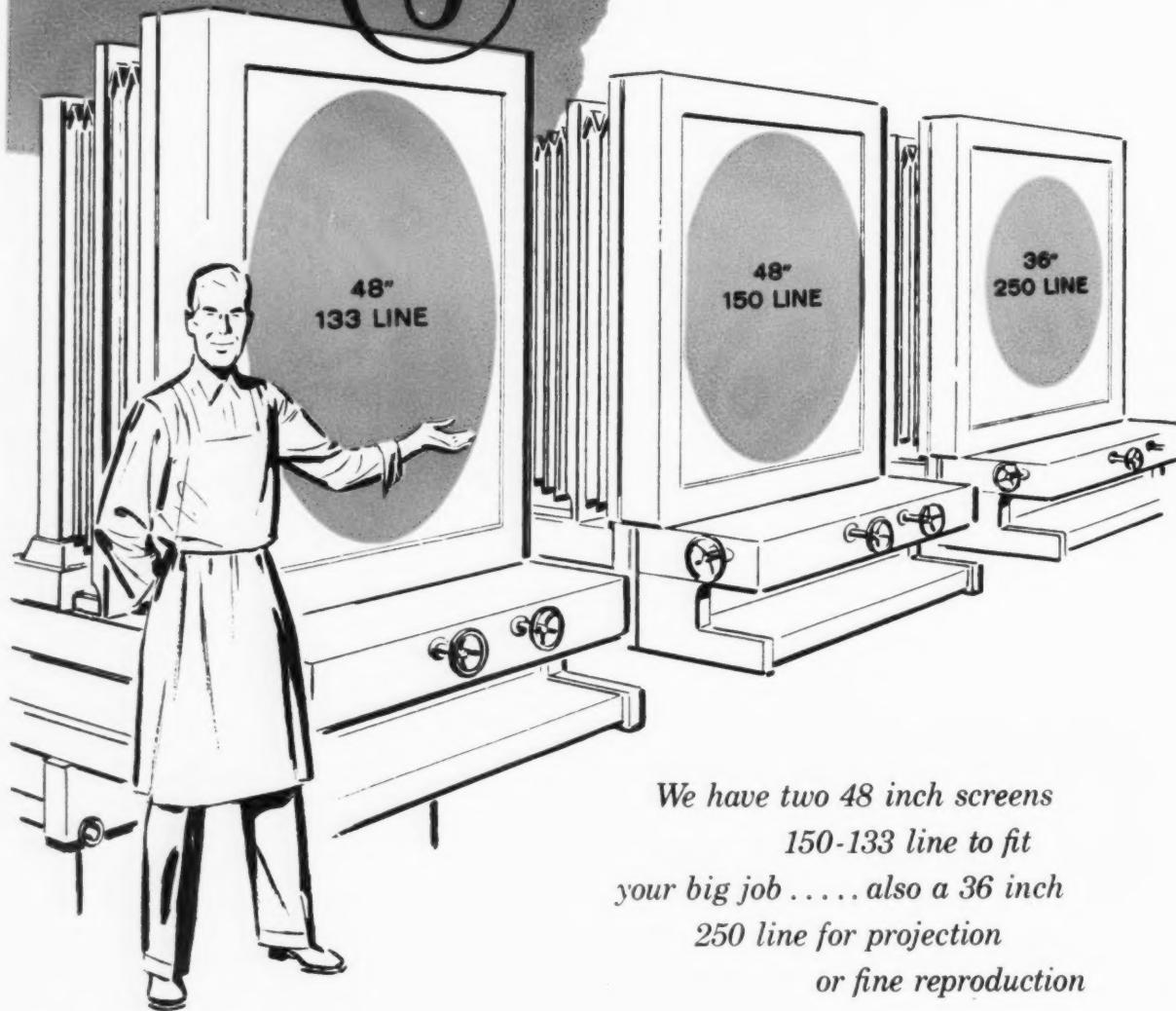
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DAY  
&  
NIGHT

# The Inland and American PRINTER and LITHOGRAPHER



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

JANUARY 1959  
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Front cover design by Fred E. Denzler, Chicago

For contents of previous issues of The Inland Printer or American Printer and Lithographer, consult the Industrial Arts Index in your library



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folds sheets stapled together.

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- For a demonstration, call your nearest PB office—or send coupon for free illustrated booklet.

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## LETTERS TO THE EDITOR

### Interested In Back Files Of IP

Congratulations on the excellent 75th Anniversary issue of *The Inland Printer*. Your publication is certainly one of the finest of its kind. It is not only much used by our customers but by library personnel as well. It is regularly perused by the City Librarian, Mr. Richard E. Krug, at whose suggestion this letter is being written.

In addition, every issue of *The Inland Printer* is routed to our bindery division, the print shop, processing division, supplies, and the Municipal Reference Library for the edification of the various supervisors.

In the May 1958 issue, pages 16 and 81, I note that J. Edgar Lee had accumulated a complete file of *The Inland Printer*. I should be interested in knowing whether, when information on privately-owned files comes to your attention, any effort is made to procure the set or to obtain information on its availability to individuals or institutions needing partial or complete sets.

We, for example, have Vols. 2-8, 18, 51 (Oct. 1884-Sept. 1891, Oct. 1896-March 1897, April 1913), plus. The library would, of course, very much like to have a complete file if it were possible to obtain one at a reasonable price. It would seem that more back files might be put to good use if you were to advertise their availability in *The Inland and American Printer and Lithographer* as a public service.

—Joyce F. Shields, Coördinator of Serials, Milwaukee Public Library, Milwaukee

### Congratulations On Past 75th

It gives me great pleasure to congratulate you on your 75th Anniversary. I have been a constant reader of *The Inland Printer* for 55 years and it is impossible for me to estimate the help I have received from the pages of your valuable magazine.

All of us here read *The Inland Printer* each month. As soon as we finish it in the office, it is put on the reading table in the plant and people in the plant all say they have received valuable help from it. I wish you continued success.

—Ben Granger, vice-president, general manager, St. Petersburg Printing Co., Inc., St. Petersburg, Fla.

### Belated Best Wishes

I have always enjoyed receiving the IP and wish to do so in the future. Belated best wishes on your 75th Anniversary—I've been with you for ten. Best wishes on your merger. I hope all three of us will be together in the next 75 years. —Paul Landis, Salesian High School, Los Angeles

### This Month's Cover . . .

was designed by Fred E. Denzler, Chicago artist, whose work will be seen on IAPL covers from time to time. Display type faces and small lines within figure "9" are ATF News Gothic and News Gothic Condensed. Lines at lower left are Century Expanded Italic in 9-point size.



POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

**Offset press performance driving you crazy?** If it's paper that has you off the beam, fine quality, double coated Consolidated Enamels will put you back on the right track in a hurry. They're trouble-free because every sheet is double coated on both sides to give you maximum uniformity, greater stability and more pick resistance. They run better . . . print better . . . look better, yet *Consolidated double coating doesn't cost you a penny more*. Ask your Consolidated Merchant for free trial sheets. Make a test run and see for yourself.

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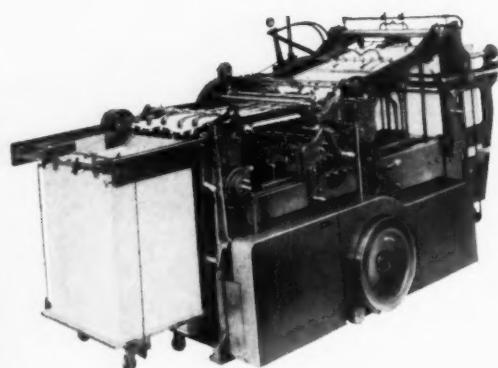
**DOUBLE COATED OFFSET** — Productolith, Consolith Gloss, Consolith Opaque

**FINE QUALITY LETTERPRESS** — Production Gloss, Modern Gloss, Flash Gloss

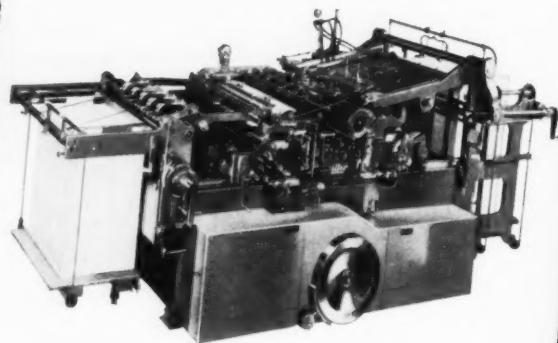
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What a pair to build around! The Miller SW and TW are truly companion presses. The same basic design eliminates registering problems. The full range of TW forms are interchangeable on the SW. Operators can be interchangeable too! The similarity does not end there, for producing as a team or independently, their fast getaway and unexcelled production speeds net an end result of greater production capacity and *more profits for the printer.*



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(Advertisement)

# Small Printer Profits From Business Forms

**H. A. Trautmann & Co., Long Island, with only 24 employees  
eliminates bindery bottleneck with automatic collator**

The story of the business forms printing company which Harry A. Trautmann, Jr. set up 12 years ago shows how well-managed small shops can grow by progressive big plant planning and step-by-step installation of modern equipment for expanding their services.

Through its first year H. A. Trautmann & Co., Inc. was a two-man, one-press shop with a \$37,000 sales volume. Now its plant in Syosset, Long Island, with 24 employees, turns out specialized spot, strip and one-time carbon forms for some 300 customers.

## Speed-Klect Collator Plays Important Profit Role

In 1956, Mr. Trautmann found, "I needed an automatic machine which would eliminate handwork delays in the bindery. Small jobs had been running through in routine order, but when a large job came along it broke the routine. For example, scheduling a \$2,000 job in the middle of the regular routine meant the bindery girls had to handle it piecemeal or at the sacrifice of our usual work. Therefore, I installed a Didde-Glaser 5-station Speed-Klect Sheet Collator.

"Now, we run larger jobs on a production basis along with our run-of-the-hook

**Trautmann bindery crew at work with Joseph Scaramell watching an automatic high-speed 2-part gluing job running through four stations, thereby doubling production on the Didde-Glaser 5-station Speed-Klect Sheet Collator. Handwork has been completely eliminated on such jobs**

orders. The new Didde-Glaser collator plays an important profit role for us."

## Devotes More Time To Selling

Since modernizing with high-speed automatic equipment such as the Speed-Klect, Mr. Trautmann now spends most of his time designing and selling forms and administering the increasing volume that comes into his plant.

He is one of almost 400 plant operators who have come to depend upon the Speed-Klect Sheet Collator to eliminate bindery "slow-down" and old-fashioned hand collating and tipping methods that cut profit margins.

Plant operators have found the Speed-Klect so successful because it is the only fully automatic sheet collator in the world to successfully gather and glue even one-time carbon forms at high speeds. As an example, Didde-Glaser's model 71-1G seven-station sheet collator, in one hour, will gather and glue up to 10,000 quadruplicate 8½" business forms automatically, with complete accuracy and in perfect register. Numbered work can be run with complete confidence, since micromatic detectors at each station assure absolute accuracy for numbered forms.

The Speed-Klect Sheet Collator has

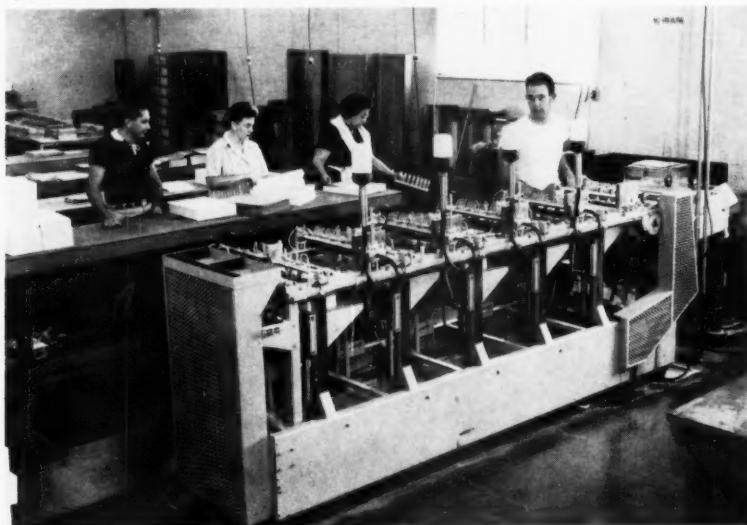


**Harry A. Trautmann, Jr., founder, president and treasurer of H. A. Trautmann & Co., business forms printing house located in Syosset, Long Island.**

many features that have proved highly advantageous. Didde-Glaser's sealed central glue system requires no maintenance. Wash-up is completely eliminated. After periods of inactivity, simply wiping a damp cloth across the glue tips will start the glue flowing. In addition, the Speed-Klect features positive pick-up and separation without stock motion. The feeder operates with a vertical action which, coupled with the continuous conveyor principle of stock movement, makes possible the handling of almost any kind of stock—ranging from single sheets of one-time carbon, bond and NCR paper to pre-collated sections. The collator may be used at any time for straight gathering, and will collate signatures up to .0436" thickness. The glue supply may be cut off at any time, simply by disengaging the clutch. If desired, any one or any number of the glue tips may be used as required. There is no slowdown, stopping or starting of stock as glue is applied, and parts are added while stock is in continuous motion.

Didde-Glaser offers many models of Speed-Klect Sheet Collators in 3-station, 5-station, 6-station, 7-station, 8-station and 9-station units, including a recently-introduced Dual-Stream Sheet Collator that doubles even automatic production by allowing the same job to be dual-streamed side-by-side, two different jobs to be dual-streamed side-by-side, or even by dual-streaming a single job of twice the number of sheets as stations. Maximum pickup of the various Speed-Klect models ranges from 30,000 to 90,000 per hour, depending upon the number of stations and model type.

**Complete information and specifications may be obtained by writing directly to the designers and manufacturers: Didde-Glaser, Inc., Dept. IAP-1, 50 Hi-way and West 12th Avenue, Emporia, Kansas.**





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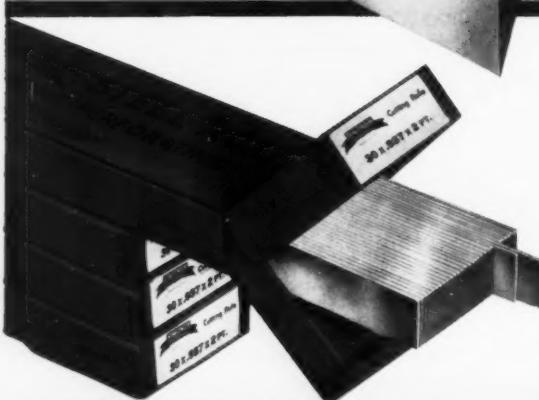
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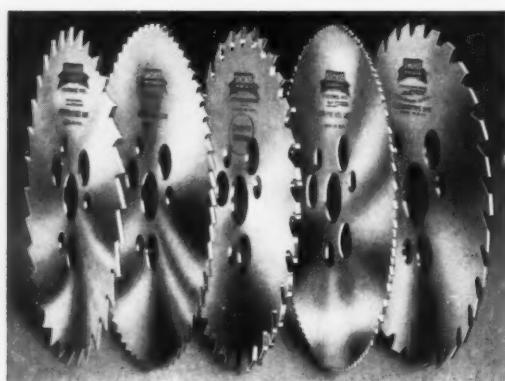
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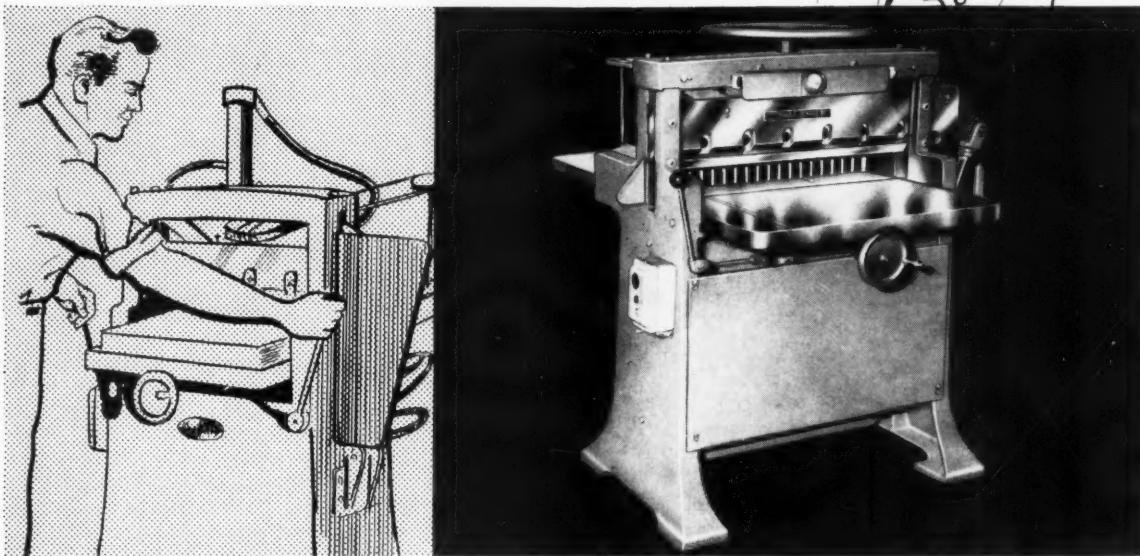


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This portfolio is expressly made to help you sell quality letterheads. It is *not* a kit of letterhead designs. It *does not* sample paper. It *does not* specify Neenah paper. Specifying paper is your prerogative.



...but don't know it



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<b>NEW YORK</b>	Albany.....	W. H. Smith Paper Company
	Buffalo.....	Hubbs & Howe Company
	Ithaca.....	T. G. Miller & Sons
	New York City.....	F. W. Anderson & Company
	New York City.....	H. P. Andrews Paper Co.
	New York City.....	Barclay Paper Company
	New York City.....	Canfield Paper Company
	New York City.....	Linde-Lathrop Paper Company
	New York City.....	Marquardt & Co., Inc.
	New York City.....	Moller & Rothe, Inc.
	New York City.....	Pohlman Paper Company, Inc.
	New York City.....	Western Newspaper Union
	Rochester.....	Genesee Valley Paper Company
<b>NORTH CAROLINA</b>	Asheville.....	Henley Paper Company
	Charlotte.....	Henley Paper Company
	High Point.....	Henley Paper Company
	Raleigh.....	Epes-Fitzgerald Paper Company
<b>OHIO</b>	Cincinnati.....	Cincinnati Cordage & Paper Co.
	Cleveland.....	Cleveland Paper Company
	Cleveland.....	Petrelquin Paper Company
	Columbus.....	Cincinnati Cordage & Paper Co.
	Dayton.....	Cincinnati Cordage & Paper Co.
	Toledo.....	Ohio & Michigan Paper Co.
<b>OKLAHOMA</b>	Oklahoma City.....	Carpenter Paper Company
	Oklahoma City.....	Western Newspaper Union
	Tulsa.....	Taylor Paper Company
	Tulsa.....	Western Newspaper Union
<b>OREGON</b>	Portland.....	Blake, Moffitt & Towne
<b>PENNSYLVANIA</b>	Philadelphia.....	General Paper Corporation
	Philadelphia.....	W. B. Killhour & Sons
	Philadelphia.....	D. L. Ward Company
	Pittsburgh.....	Brubaker Paper Company
	Pittsburgh.....	General Paper Corporation
	Wilkes-Barre.....	H. A. Whiteman & Company
	Williamsport.....	H. A. Whiteman & Company
	York.....	W. B. Killhour & Sons
<b>RHODE ISLAND</b>	Providence.....	Narragansett Paper Company
<b>SOUTH CAROLINA</b>	Columbia.....	Epes-Fitzgerald Paper Company
	Columbia.....	Palmetto Paper Company
<b>SOUTH DAKOTA</b>	Sioux Falls.....	Sioux Falls Paper Company
<b>TENNESSEE</b>	Knoxville.....	Cincinnati Cordage & Paper Co.
	Memphis.....	Western Newspaper Union
	Nashville.....	Dillard Paper Company
<b>TEXAS</b>	Dallas.....	Olmsted-Kirk Company
	Dallas.....	E. C. Palmer & Company
	Fort Worth.....	Olmsted-Kirk Company
	Houston.....	Olmsted-Kirk Company
	Houston.....	E. C. Palmer & Company
	San Antonio.....	Shiner-Sien Paper Company
	Waco.....	Olmsted-Kirk Company
<b>UTAH</b>	Salt Lake City.....	Dixon & Company
<b>VIRGINIA</b>	Norfolk.....	Old Dominion Paper Company
	Norfolk.....	Epes-Fitzgerald Paper Company
	Richmond.....	Epes-Fitzgerald Paper Company
<b>WASHINGTON</b>	Seattle.....	Blake, Moffitt & Towne
	Spokane.....	Blake, Moffitt & Towne
	Tacoma.....	Blake, Moffitt & Towne
<b>WEST VIRGINIA</b>	Huntington.....	Cincinnati Cordage & Paper Co.
<b>WISCONSIN</b>	Appleton.....	Universal Paper Company
	Milwaukee.....	Bauer Paper Company
	Neenah.....	Sawyer Paper Company
<b>EXPORT:</b>	Mexico.....	Maricopa de Mexico, S. A.
	Central & So. America.....	Moller & Rothe, Inc.

**FOR YOUR FREE COPIES** of "Two Sides to Your Business Letterhead" contact the Neenah paper distributor most convenient to you. He will show you how to fit these remarkable portfolios into your present method of selling letterheads.

**N**EEENAH PAPER COMPANY

A DIVISION OF KIMBERLY-CLARK CORPORATION, NEENAH, WISCONSIN

SENSE SAVVY SHAKERS



GRAPHIC ARTS FILMS

# WHAT'S THE JOB?



GRAPHIC ARTS FILMS



GRAPHIC ARTS FILMS



SENSE SAVVY SHAKERS



SENSE SAVVY SHAKERS



GRAPHIC ARTS FILMS



GRAPHIC ARTS FILMS



**Here's how Du Pont research in the graphic arts is making things easier for you: our revolutionary line of "Cronar" Films can tackle virtually any job in your shop.**

All "Cronar" Films are on Du Pont's remarkable polyester photographic film base which offers outstanding resistance to heat and moisture. Because of this, "Cronar" Films hold size, lie flat during all stages of handling and dry faster than acetate films, even under unfavorable atmospheric conditions. It's no wonder that "Cronar" Films are replacing both glass and ordinary films in leading shops everywhere.

Examine the chart on the opposite page. Notice how we've anticipated your demand for every job, every detail—color or black-and-white. Find out more about Du Pont "Cronar" Films. Ask your Technical Representative, or write:

E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.



Symbol and CRONAR are Du Pont trademarks for polyester graphic arts films.  
This advertisement was produced exclusively by Phototypography.



REG. U. S. PAT. OFF.

Better Things for Better Living . . . through Chemistry

# CRONAR

# Du Pont makes the film!



## BLACK-AND-WHITE

JOB	DETAIL	CRONAR FILM TO USE
HALFTONES	Camera or contact negatives or positives	CRONAR Ortho A Litho (.004" or .007")
LINE COPIES	Line separations (except red and black)	CRONAR Ortho A Litho (.004" or .007")
LINE COPIES	Line separations of red and black	CRONAR Pan Litho

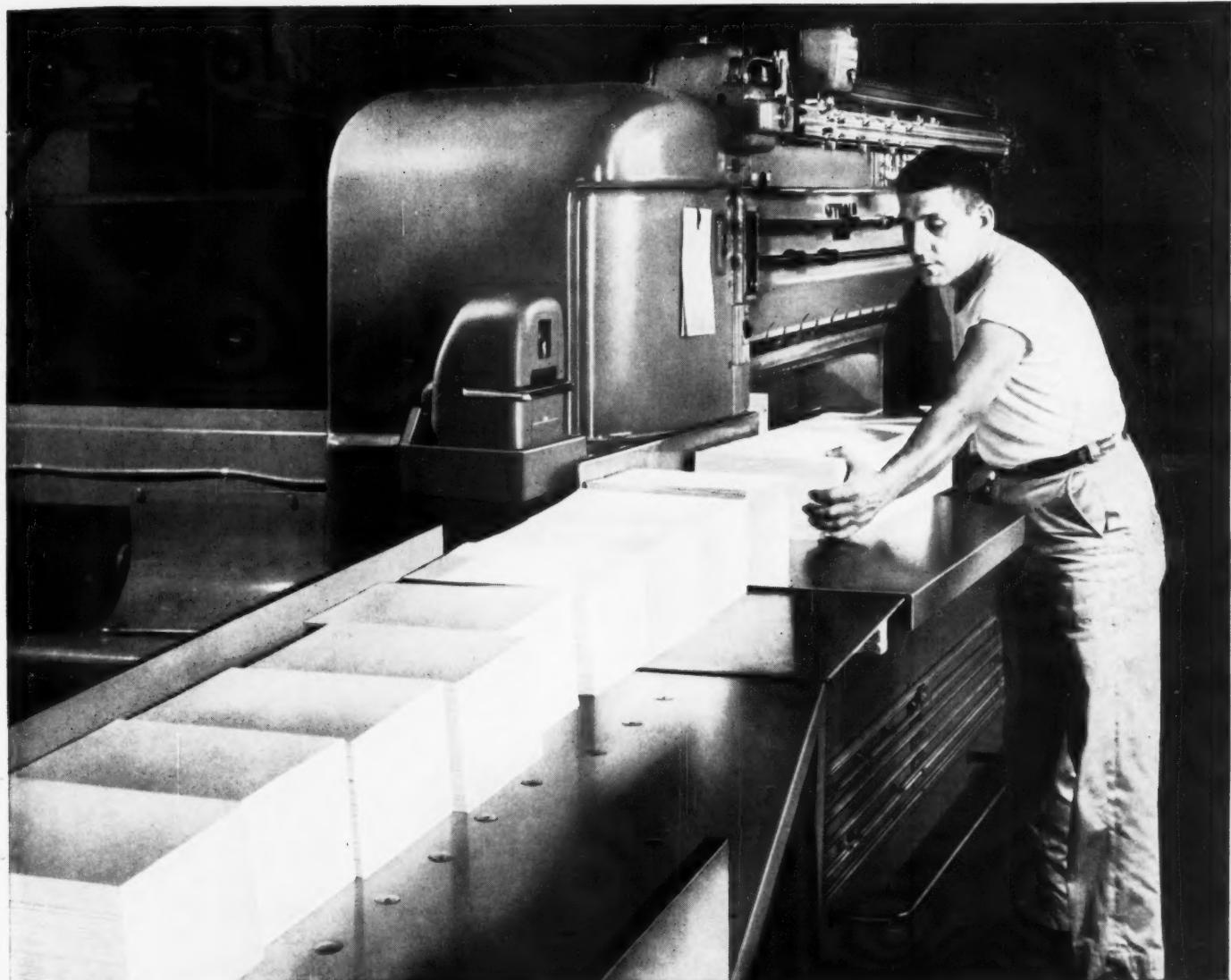
## COLOR

JOB	DETAIL	CRONAR FILM TO USE
REFLECTION COPY—INDIRECT SEPARATION	Separation Negatives	CRONAR Reflection or CRONAR Transparency
	Positive Masks or 2-stage Masks	CRONAR Masking or CRONAR Commercial
	Halftones	CRONAR Ortho A Litho (.004" or .007")
TRANSPARENCY COPY—INDIRECT SEPARATION	Highlight Masks	CRONAR Ortho A Litho (.004") or CRONAR Pan Litho
	Color Corrector Pre Masks or Range Reduction Masks	CRONAR Pan Masking
	Separation Negatives	CRONAR Transparency
	Color Corrector Positive Masks or 2-stage Masks	CRONAR Masking or CRONAR Commercial
	Halftones	CRONAR Ortho A Litho (.004" or .007")
REFLECTION COPY—DIRECT SEPARATION	Camera Masks	CRONAR Pan Masking
	Halftone Separations	CRONAR Pan Litho
TRANSPARENCY COPY—DIRECT SEPARATION	Highlight Masks	CRONAR Pan Litho
	Corrector Masks	CRONAR Pan Masking
	Halftone Separations	CRONAR Pan Litho

# How to get an order:

Just lay  
a sheet of  
the new white  
Hammermill  
Bond  
next to the  
sheet your  
customer  
has been  
using

**HAMMERMILL  
BOND**



## BREAKING ALL PRODUCTION RECORDS...

### **SEYBOLD 65", 85", AND 100" FULL-HYDRAULIC CUTTER-TRIMMERS**

You're looking at one of the Seybold Full-Hydraulic cutter-trimmers that is setting new standards of production and accuracy in commercial finishing departments throughout the country.

The reason? Operators spell it out like this:

- Full-hydraulic control of knife bar, clamp and back gauge is the smoothest, fastest cutting combination ever.
- Air-film table takes the backbreak out of paper handling, reduces fatigue, boosts production.

- Seybold exclusive Auto-Spacer positions precisely every time, permits full concentration on loading, cutting, and unloading.

- New table-slot closing device multiplies advantages of backloading, permits uninterrupted work flow.

These are only a few of the reasons. Call your Harris-Seybold representative for the full story. Ask to see the Seybold Full-Hydraulic story—"Accuracy by the Carload"—our fast-moving, 18-minute color film. You owe it to your competitive position.

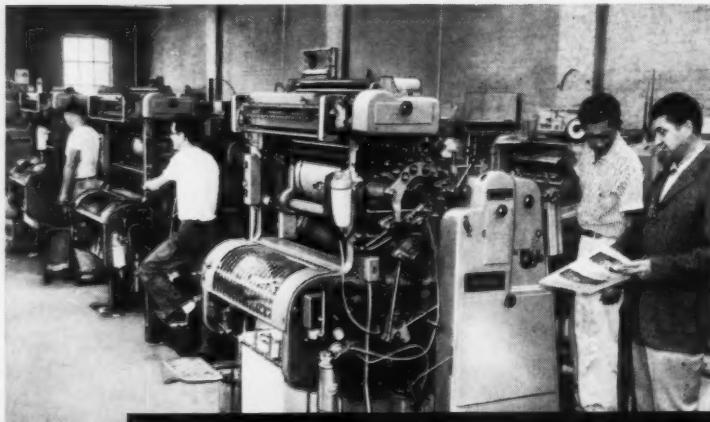
**HARRIS  
INTERTYPE  
CORPORATION**

**HARRIS-SEYBOLD COMPANY**

A Division of Harris-Intertype Corporation

4526 East 71st Street, Cleveland 5, Ohio

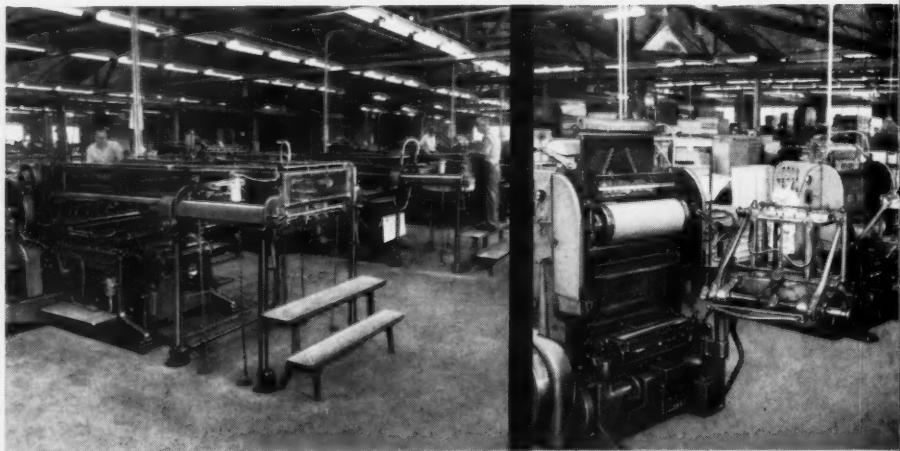
Miehle 76 four color offsets produce highest quality lithography in record time with low operational costs Cutler-Hammer Motor Control is supplied as standard original equipment.



Miehle 29 single color offset presses live up to their reputation as the small press with big press features. Miehle 29, 36, and 38 two color Offsets are equipped with Cutler-Hammer Motor Control.

..... at California Litho Arts, Los Angeles, Calif.

Miehle V50 Verticals and Miehle 41 flat bed presses produce top quality, high volume letterpress work quickly and efficiently. Again, Cutler-Hammer Motor Control is supplied as standard equipment.





... at I. S. Berlin Press, Chicago, Ill.



# Cutler-Hammer Motor Control assures the dependability in dependable press performance

The importance of dependable motor control has long been recognized by the equipment manufacturers serving the Graphic Arts Industry. The proper performance of any machine powered by electric motors depends directly upon the motor control used . . . no machine can be more dependable than the control that directs and protects it. This is the reason why the leading press manufacturers recommend and furnish Cutler-Hammer Motor Control as standard equipment. Experienced printers and lithographers know this too, and specify service-proven Cutler-Hammer Motor Control for all their control requirements . . . why don't you? For further information write Dept. A-226.

Cutler-Hammer Inc., Milwaukee 1, Wisconsin.



**Cutler-Hammer Inc.**

*Division:*

**Airborne Instruments Laboratory**

*Subsidiary:*

**Cutler-Hammer International, C. A.**

*Associates:*

Canadian Cutler-Hammer, Ltd.

Cutler-Hammer Mexicana, S. A.

Intercontinental Electronics Corporation.

..... at Sleepeck - Helman Printing Co., Chicago, Ill.



J. TALLMAN, Vice-president of  
Tallman-Robbins & Company.



THIS INTERESTING DESIGN symbolizes the work done by Tallman-Robbins & Company, producers of business forms and co-ordinated filing equipment since 1912.

## "NCR PAPER has opened up profitable new business... in forms applications."

—Tallman-Robbins & Company, Chicago, Ill.

"When we first learned about NCR Paper, we realized it had terrific potential for our business," writes J. Tallman of Tallman-Robbins & Company. "It has enabled us to expand our operation by producing types of business forms that were previously impossible to manufacture.

"NCR Paper has also made it possible for us to redesign forms that required carbon—resulting in improved forms systems for our customers. For these reasons we believe

NCR Paper will eventually be a predominant factor in the multiple forms industry.

"We highly recommend NCR Paper to any producer of business forms who is interested in making bigger profits."

*NCR Paper's market for business forms is tremendous! Investigate today. NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to: The National Cash Register Company, Dayton 9, Ohio.*

*John C. Tallman*  
of Tallman-Robbins & Co.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**

1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

\*TRADE MARK REG. U. S. PAT. OFF.

**National \*  
ELIMINATES  
CARBON PAPER**



now...  
from **LAWSON**  
**new clamping**  
**control for**  
**maximum**  
**cutting accuracy**

ONLY ON A NEW LAWSON SERIES V65 CUTTER can you be sure that the knife will not start to cut before full pre-selected hydraulic clamping pressure is applied. The lift is held firmly for maximum cutting accuracy . . . no matter what the stock. Easy two hand flip-up starting levers reduce operator fatigue—make operating a cutter fast, simple and safe!

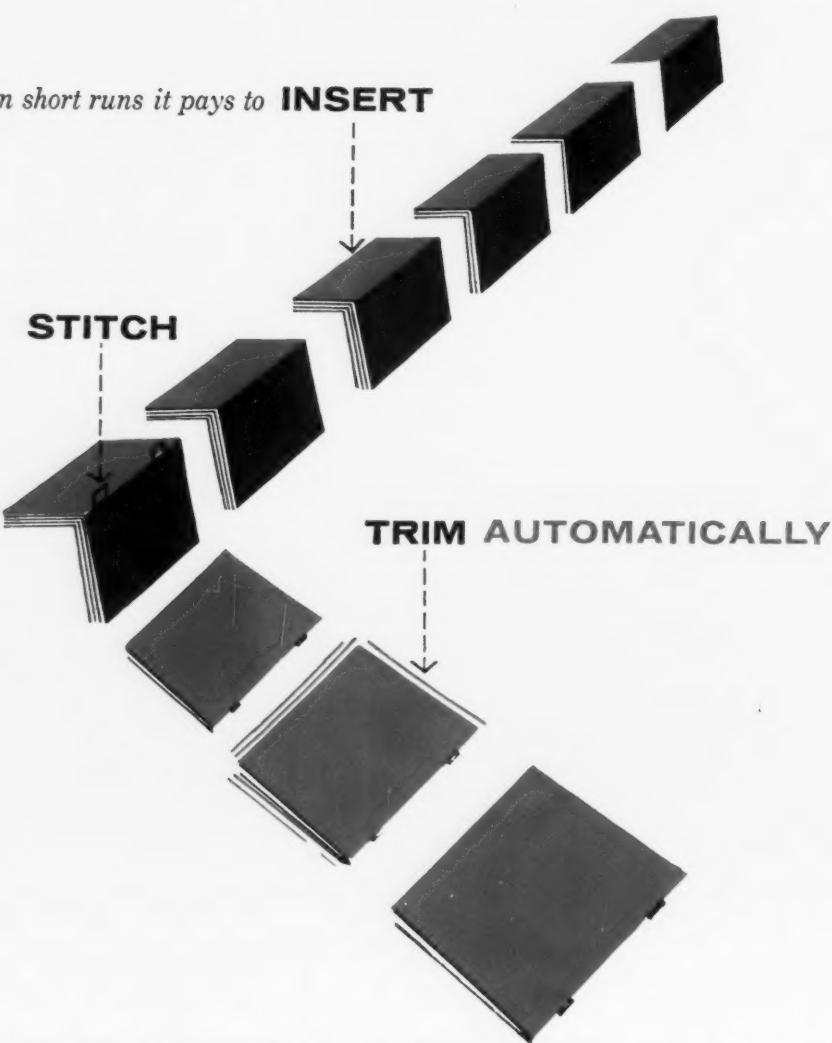
LAWSON'S NEW ELECTRO-HYDRAULIC CLUTCH AND BRAKE assures positive functioning . . . gives greater, more accurate cutting production per man-hour. There is an efficient Lawson Series V65-H Cutter in the size you need. Write for details, today.

**THE LAWSON COMPANY** 

DIVISION OF MIEHLE-GOSS-DEXTER, INC.  
2011 WEST HASTINGS STREET, CHICAGO 8, ILLINOIS

(ANOTHER MODERN DEXTER COMBINATION FOR BETTER BINDING)

*even on short runs it pays to* **INSERT**



**DEXTER'S McCAIN-CHRISTENSEN COMBINATION** makes your saddle stitching and trimming operation *completely automatic*. You get all the advantages of continuous inserting, stitching and trimming when you team a Christensen High Speed Gang Stitcher with McCain Automatic Signature Feeders and a McCain Automatic 3-Knife Trimmer. Then watch output shoot up—automatic saddle binding will almost double your fastest manual production records. This is true even on runs as short as 1,000—it's so easy and fast to set-up and changeover on the McCains!

The savings in time and money are impressive—we'll be pleased to project a cost analysis for your own plant. No obligation, of course.

It pays to mechanize your saddle binding operation. After folding . . . insert, stitch, trim automatically with Dexter's McCain-Christensen Combination . . . then ship.

*Write for new, informative 12-page book, "Three Steps Toward Automatic Saddle Binding."*

**THE DEXTER COMPANY**  
A DIVISION OF MIEHLE-GOSS-DEXTER, INC.  
Chicago 8, Illinois



**Why have more Miehle 38 two color offsets been  
installed than any other two color, of any size?**



More Miehle 38 Two Color Offsets have been installed across the country in the last two years than any other two color, *of any size*.

The reason!! . . . performance.

Performance in *greater production . . . up to 20% more production* than any other press in the 25x38" range.

Performance in really *quality sheets . . . consistent quality* resulting from True Rolling, larger form rollers, and exact inking-dampening control from outside the press.

Performance in *workability . . . giving pressmen the features which enable and encourage him to improve production and quality; plenty of working room that prevents struggling during wash-up and changeover—simplified feeder with a mechanical pile hoist and just one adjustment for changes in sheet size—precise adjustments that hold their settings throughout long runs, and thus require less attention.*

Performance is the reason more Miehle 38 Two Color Offsets have been installed than any other two color . . . it's the most desirable lithographic press, in both single and two color models, in its size. See the Miehle 38 in operation yourself . . . it'll be your choice, too.

*For more details, write for folder M-38.*

**THE MIEHLE COMPANY**  
A DIVISION OF MIEHLE-GOSS-DEXTER, INC.  
Chicago 8, Illinois





## Your "Special" Press is Half Built Now!

Hamilton Rotary Web Fed Presses are built of standard units assembled to meet special applications, with additional movements designed and built-in as indicated by requirements. In general, they may be changed at any time after installation to keep abreast of developing conditions. Such changes are made by alteration of built-in movements or by addition of new units or movements. Because of Hamilton's unit construction, these changes are neither difficult nor expensive.

WE WILL EXHIBIT

SEE GRAPHIC ARTS IN ACTION  
IN EDUCATIONAL  
**Graphic Arts**  
EXPOSITION  
NEW YORK CONVENTION CENTER, FEB. 8-12, 1959

2762

  
**Hamilton**

AMERICA'S MOST VERSATILE WEB PRINTING PRESS

The press illustrated here is built of Hamilton standard rotary press units assembled in combination to produce straight-through sheeting delivery. There is also an arrangement for slitting the main web into three narrow bands and directing them under right angle turning bars into a cut-off machine for signature delivery to a special signature folding mechanism. The final product, a 48 page,  $3\frac{1}{2}$ " x 5" booklet, is delivered at the rate of 6,000 per hour. Printing, two colors on face of web and one color on back, is by the letterpress process.

It will pay you to consider the Hamilton Rotary Web Fed Press for any special printing application which you may be investigating. Versatility and economy are "built-in" because of Hamilton's method of applying standard units to meet special requirements. Precision and top production are assured.

For illustrations and descriptions of other Hamilton Presses write for FREE INFORMATION BATCH NO. HP-862.

**THE HAMILTON TOOL COMPANY • 900 HANOVER STREET • HAMILTON, OHIO, U.S.A.**



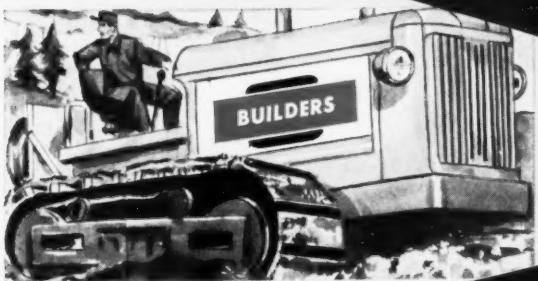
# PROVED...



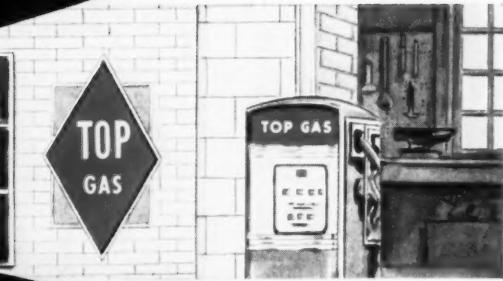
TRUCK SIGNS, BUMPER STRIPS,  
TAXICAB DECORATIONS

# APPROVED

by Advertisers and Dealers  
for Long-Lasting  
**OUTDOOR DISPLAYS**



PRODUCT NAMEPLATES, AUTOMOBILE  
EMBLEMS, INSTRUCTION LABELS



GAS PUMP STICKERS, WALL POSTERS,  
DEALER SIGNS

KLEEN-STIK®  
**VINYL-STIK**  
Moistureless Self-Sticking  
**VINYL PLASTIC**

Get these VINYL-STIK "EXTRAS"  
on all your OUTDOOR DISPLAYS

- ★ IMPERVIOUS to water, sun, heat, most oils, grease, salt, acids
- ★ EXTRA-WHITE for sharp visibility
- ★ ECONOMICAL and easy to print
- ★ NO SHRINKAGE or expansion on location

### Here's the MODERN MATERIAL

for outdoor signs—combining the peel-and-press convenience of Kleen-Stik with the rugged durability of vinyl plastic! Made of tough, flexible Firestone "Velon", backed with extra-strong Kleen-Stik adhesive that sticks tighter and longer on practically any surface. When your merchandising plans call for outdoor signs, call for Kleen-Stik VINYL-STIK!



**KLEEN-STIK PRODUCTS, INC.**

Pioneers in Pressure-Sensitives for Advertising and Labeling  
7300 WEST WILSON AVE. • CHICAGO 31, ILLINOIS  
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada.

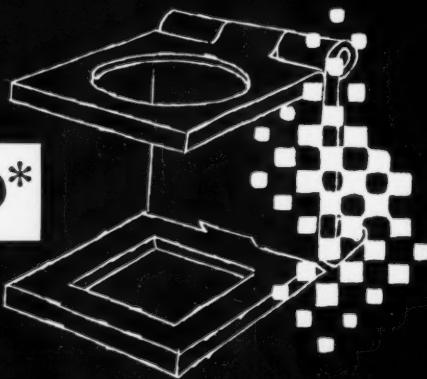
KLEEN-STIK will be glad to send samples, ideas and complete information on VINYL-STIK direct to you—or to your Printer, Lithographer, or Silk Screen Printer. WRITE TODAY!

# SNOWLAND BOND\*

Etched against a distant background snow-laden fir stand out in sharp relief-sparkling white and living green, the essence of visual contrast.

The new white of Snowland Bond, true-bright, and without glare makes available that same eye arresting, well defined contrast for your printed message.

More opaque, strong and above all smooth running Snowland Bond represents a new standard in unwatermarked papers.



\* it's a Fraser Paper

## THE SNOWLAND FAMILY

**SNOWLAND BOND**  
*rugged reliability*

**SNOWLAND MIMEOGRAPH**  
*accurate cutting*

**SNOWLAND DUPLICATOR**  
*smooth surface*

**FRASER PAPER, LIMITED** Sales Offices: NEW YORK AND CHICAGO • Mills: MADAWASKA, MAINE

# ALL SET...simple as with the compact new low-cost ATF TYPESETTER

By following the three simple steps shown you eliminate costly operations on text and tabular composition...and get top quality, low-cost work.

With this new ATF photomechanical system you get *high production* in turning out text matter for newspapers, advertising, catalogs, books, price lists, statistical material.

You also enjoy other important benefits. Low capital investment. Space compactness (the units are just slightly larger than standard electric typewriters). Low maintenance.

The ATF Typesetter is ready for use as soon as it is uncrated and plugged into any standard electrical outlet. Personnel can be trained quickly...and a competent operator can produce text as fast as 215 characters per minute.

See for yourself how easily and simply you get *all set* for copy. Send the coupon below for a demonstration of this latest development in photocomposition.

*Heart of the ATF Typesetter system is the vinyl type disc on the Photographic Unit. Each disc carries two different fonts (roman and italic, for example) in one type size. A wide variety of faces is currently available...with more type faces being added constantly.*



American Type Founders

200 Elmora Avenue, Elizabeth, N. J.



1 ...When text is typed on ATF Keyboard Unit, you get a typewritten proof of copy and a perforated tape which



...automatically activates the photographic unit

2



..transferring letter images from the type disc onto film or photographic paper for use in making offset, letterpress or gravure plates.



3

American Type Founders  
Dept. IP 200 Elmora Avenue, Elizabeth, N. J.

- I would like a demonstration of the new ATF Typesetter.  
 Please send descriptive literature on the ATF Typesetter.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET AND NUMBER \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

MEMO  
TO MEN  
ON THE  
MOVE:



## WHERE THERE'S BUSINESS ACTION THERE'S A BUSINESSPAPER

In any kind of racing—man, beast, or automotive—the "inside track" is the favored position.

Same holds true in the business race. But here the "inside track" means having more information—sounder information, more complete information, more timely information. The astute businessman—the man on top and the man on the way up—gets that information from the businesspaper he subscribes to in his particular field. He reads for profit, not for pleasure. He searches for facts he needs to make decisions. For fresh ideas. For new methods. For new products he can put to work. He reads, in short, to get the "inside track" against competition.

And he finds much of what he wants and needs in the advertisements in his businesspaper. So, logically, he reads the advertising with the same scrutinizing care he devotes to the editorial pages.

Take a tip from the man on the move who wants to keep his job and his business *moving*—on the "inside track." Subscribe to your businesspaper. Read every issue. Carefully. Thoroughly. Searchingly.

The Inland and American  
**PRINTER and LITHOGRAPHER**

LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

**MACLEAN-HUNTER PUBLISHING CORPORATION**

79 West Monroe Street

Chicago 3, Illinois

# WATCH YOUR FUTURE FLASH BEFORE YOUR EYES

in Lithoplate's new  
Sound-Slide Film...  
"BREAKING THE  
PROFIT BARRIER"

What does the future hold for you, as an offset lithographer? Are you concerned with keeping profits high? Then see this factual, 20 minute slide film! Learn about the exciting new frontiers being opened by pre-sensitized offset plates. It's "must" viewing for anyone concerned with the present...and the future. Entertain-

ing, too; with genial Art Baker of television and radio fame as narrator.

**FREE SHOWING:** Your Harris Alarm-O-Lith dealer or Lithoplate representative will gladly arrange a FREE private showing at your plant or at your litho club. Call him today, or mail coupon to Lithoplate, Inc.

HARRIS  
INTERTYPE  
CORPORATION

**LITHOPATE, INC.**

A Subsidiary of Harris Intertype Corporation  
278 N. Arden Drive, El Monte, California  
5308 Blanche Avenue, Cleveland 27, Ohio

LITHOPATE, INC., 278 N. Arden Dr., El Monte, Calif.  
Gentlemen: When can I see your 20 minute slide film, "Breaking the Profit Barrier"?  
I'd like the showing at my shop  litho club  other

name \_\_\_\_\_ position \_\_\_\_\_  
firm \_\_\_\_\_  
address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

45



LOOKING FOR

# FASTER DRY- HIGHER FINISH

**IN LETTERPRESS INKS?**

Speed King's 18 easy-to-mix colors and black are all you need for fast, high quality color work. Packed in 1 and 5 lb. cans, ready to run on any job in the shop. Ask your IPI man for a Speed King color card... it tells the whole story!

IPI, IC and Speed King are trademarks of Interchemical Corporation.

**INTERCHEMICAL • PRINTING INK**  
CORPORATION DIVISION

EXECUTIVE OFFICES: 67 WEST 44th STREET, NEW YORK 36, N.Y.



# Cutting Costs for Hundreds of Printers

## the Craftsman Photo-Lith Layout Table



A Precision Craftsman Photo-Lith Layout Table assures outstanding results. Designed for use on line-up, registering, negative and plate ruling, copy layout, masking and stripping, opaquing, retouching, register marking, or as a precision check up on work in process . . . *it is the fastest and easiest way to get perfect work.*

Special time and money saving design features include two straightedges operating on machine cut geared tracks, Vernier dials with calibrations as fine as 100ths, sheet stop guides and grippers, stainless steel scales, and special marking devices for goldenrod layouts, scribing negatives and plates and India ink ruling. Five sizes of Photo-Lith Layout Tables available, with working surface from 28"x39" to 62"x84".

## the Craftsman Utility Table



The Craftsman Utility Table is a compact, low-priced table of multiple uses. Handles press line-ups, layouts, negative ruling, plate scribing, stripping, opaquing and the many functions required by lithographers, offset printers, and various art departments. Has 22½"x28½" illuminated working surface. Patented compression straightedge helps insure speed with accuracy.

You'll save time and money . . .  
and get precision accuracy with  
Craftsman Tables. Send for il-  
lustrated Catalog today.

**Craftsman**  
TABLES

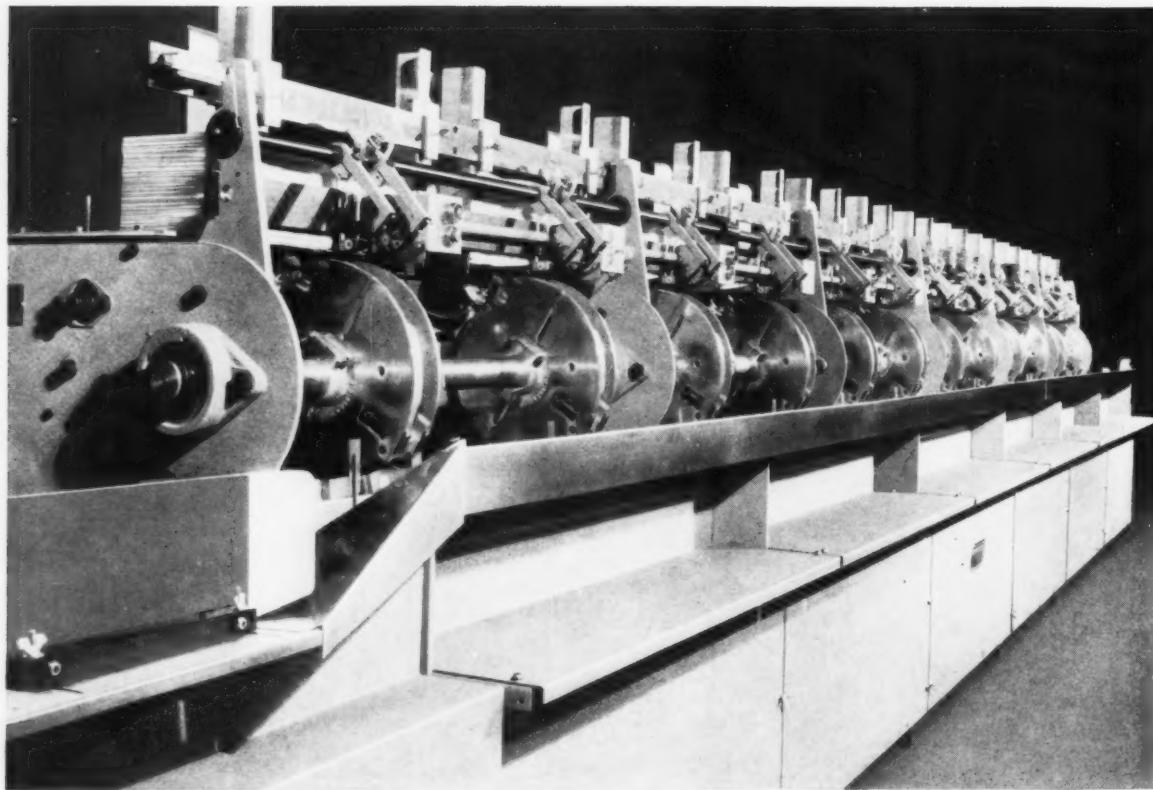
Craftsman Line-up Table Corp.  
57-A River Street, Waltham 54, Mass.

Please send free Craftsman Catalog.

Name.....

Company.....

Address.....



This compact, efficient side gathering machine is revolutionizing the side gathering process. It handles both the smallest and largest sheet sizes of any machine. It's fast . . . has self-adjusting grippers that shorten setup and change-over time. Stitcher, stacker and other attachments may be added.

## The bindery of the Future will have this Macey **SIDE GATHERING MACHINE**

**... You can make money with it NOW**

It had to happen.

Someone *had* to build a new kind of side gathering machine . . . light, compact, low in cost . . . a machine that would do everything yesterday's machines would do, but better and faster.

Macey did it.

The new Macey Side Gathering Machine is completely new. In concept. In design. In construction.

That's why it takes much less floor space . . . power . . . operator skill. That's why it saves so much time in setup and change-over . . . why it's a money-maker on every job.

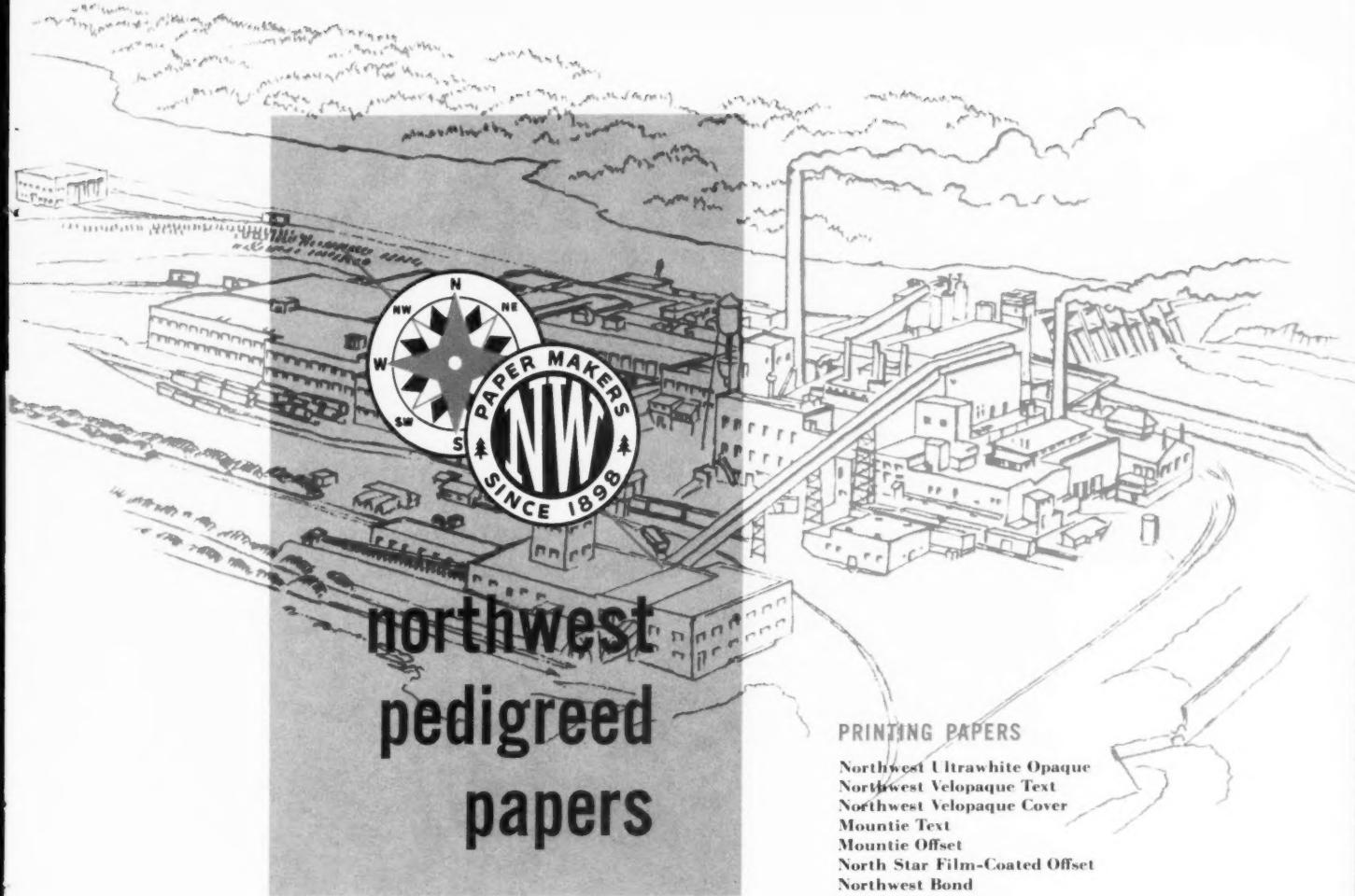
You'll want PROOF. We'll give it . . . by demonstration . . . any time you request it. Write, wire or phone and we'll arrange it.

Write for full information on the complete Macey "Bindery of the Future."

**HARRIS**  
**INTERTYPE**  
**CORPORATION**

**MACEY COMPANY**

A Subsidiary of Harris-Intertype Corporation  
13835 Enterprise Avenue, Cleveland 35, Ohio



#### PRINTING PAPERS

- Northwest Ultrawhite Opaque
- Northwest Velopaque Text
- Northwest Velopaque Cover
- Mountie Text
- Mountie Offset
- North Star Film-Coated Offset
- Northwest Bond
- Northwest Ledger
- Northwest Mimeo Bond
- Northwest Duplicator
- Northwest Index Bristol
- Northwest Post Card
- Mountie E. F. Book
- Mountie Eggshell Book
- Carlton Bond
- Carlton Mimeograph
- Carlton Ledger
- Carlton Duplicator
- North Star Writing
- Non-Fading Poster
- Map Bond

#### ENVELOPE PAPERS

- Mountie
- Northwest
- Nortex White
- Nortex Buff
- Nortex Gray
- Nortex Ivory
- Carlton

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# NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

## Printing & Publishing Anticipate Good Year

The four big lines in printing and publishing—commercial printing, newspapers, books, and periodicals—all anticipate a good year, according to Jan. 5 U.S. Dept. of Commerce report (see pages 37-38). Commercial printing anticipates \$6-billion volume . . . 1958 was \$5.6-billion. Newspapers will jump to 60-million circulation, 10% gain in ad income. Periodicals see 7% gain with volume in excess of \$1.425-billion . . . lost 5-6% in ad revenues in 1958. Book men estimate \$1.25-billion sales . . . \$1.1-billion in 1958.

## Paper And Board Industry Foresees Record Output

Paper and board manufacturing industry sees record-breaking output of 32 million tons in 1959 . . . would exceed 1958 by 4% and top by 2% previous record set in 1956. Containers and packaging industry looks for high-level operations in 1959 . . . felt but slightly business slump of past year.

## New Director For LTF

Lithographic Technical Foundation's new executive director succeeding late Wade Griswold is William H. Webber, former president of Printing Developments, Inc., Time, Inc., subsidiary. See February issue for complete details.

## Business Census Forms Distributed To Printers

By now you should have received questionnaire from the U.S. Dept. of Commerce asking questions to provide new set of industry statistics for 1958. This is the 1958 Business Census . . . you are required by law to fill in and return the questionnaire. Fill it in so printing industry figures will be as complete and accurate as possible.

## Minimum Envelope Size To Be 2 $\frac{3}{4}$ x4 July 1

Remind your customers now that after July 1 Post Office will not accept envelopes smaller than 2 $\frac{3}{4}$ x4 inches . . . ban will affect present sizes of informals, birth announcements, small envelopes for business cards. P.O. also would like larger size maximum to be 9x12 but has no rule on it yet.

## Fringe Benefits 20%

Your employees probably don't know it if you've never told them that average worker in printing trades receives \$1007 or 20% a year in fringe benefits in addition to pay check. Why not tell your employees about all these benefits?

(Over)

# NEWSLETTER

(Continued)

## New Gravure Film Coming

Filming has begun on Gravure Technical Assn. movie on the rotogravure printing process and its uses . . . 28-minute color-sound production will be premiered at GTA convention March 4-6 in Chicago.

## Newsprint Price Up Soon? Capacity 10-Million Tons

Newsprint may get price hike this spring . . . it's been \$135 per ton in New York since early 1957. North American newsprint capacity will be near 10-million tons in 1959; demand may be little over 8-million tons.

## New ATF Offset Presses

New line of high-speed, two-color offset presses in Chief family now available from American Type Founders . . . new register system said to permit quality work at top speeds. See page 69, New Equipment department, for details.

## How To Reduce Tax Load

If your year-end reports indicate that you might reduce your tax load in 1959, you should determine whether your corporation should be taxed as a proprietor or as a partnership before Feb. 2. Too late for 1958 now.

## Scholarship Trust Fund Gifts Tax Deductible

National Scholarship Trust Fund of Education Council of the Graphic Arts Industry expects to award 20 scholarships this year . . . gifts to fund are deductible from income taxes and bequests are exempt from inheritance taxes. If you wish to memorialize your founder or other individual, write to Education Council, 5728 Connecticut Ave., N.W., Washington, D.C.

## Printing And Publishing In Top Ten On Leasing

Printing and publishing industry ranks among first ten users of leased equipment, according to Chicago leasing firm. Total dollar volume on lease in printing and publishing was \$4.3-million in December, 1958, compared to \$2.7-million in '57.

## How To Conduct Plant Tours Told In Booklet

Many printers and lithographers conduct regular plant tours to introduce prospective buyers to their facilities. Now the U.S. Chamber of Commerce, 1615 H St., N.W., Washington 6, D.C., has new booklet, "Plant Tours," that gives whys and hows of making them successful . . . 20 pages . . . 50¢.

## Craftsmen In New Jobs

Two past presidents of International Craftsmen in new jobs. Thomas P. Mahoney is now executive vice-president of American Offset Co., Chicago, and Ferd Voiland, Jr. has gone from Topeka to San Francisco area for new connection.

# WHAT'S AHEAD for '59?

**Commerce Department 1958 review indicates commercial printing industry did \$5.6-billion business, bit below 1957; business forms gain; 1959 forecast is for \$6-billion business**

**Prepared under the direction of Horace Hart, Director  
Printing and Publishing Industries Division, U.S. Dept. of Commerce**

Commercial printing and the associated industries providing typesetting, platemaking, and bindery services are expected to record receipts of \$5.6-billion in 1958, reflecting a somewhat lower than the usual rate of gain. Employment in 1958 was slightly under the 1957 level.

Some segments of the industries showed the effects of the lower level of business activity, but others, notably manifold business forms and printed products for use in data-processing equipment, ran well ahead of 1957.

Volume of the industries in 1959 is expected to go well over \$6-billion. Advertising, book, and periodical printing are expected to contribute materially to the increase, and business forms printing will likely continue its upward trend.

## Trends In 1958

Commercial printing and related industries include establishments engaged in printing a wide range of products by any process (letterpress, lithography, gravure, engraving), establishments specializing in the production of books, business forms, greeting cards, blank books, and loose-leaf binders, and establishments providing related typesetting, platemaking, and bindery services.

Commercial printing is an integral part of the economy, and all activity in commerce and industry, education, science, and government requires the use of some form of printing. Although made up of many small units, commercial printing is one of the country's largest industries.

Because the industry is such an integral part of the economy, it can be closely related to the Gross National Product. Value of shipments of commercial printing and related industries totaled 1.231% in 1947, 1.232% in 1954, and 1.272% in 1956 of the Gross National Product. It seems reasonable to assume that this relationship will continue in the future.

Other industries upon which the commercial printing and related industries depend are (1) Raw materials and components—the paper industry; (2) Markets—all of industry, commerce, education, science, and government.

Supplies of printing paper currently appear to be adequate. The market for commercial printing has been affected by the general business decline, but this has been offset somewhat by increased circulation of periodicals, which is one of the

major products of the industry, and increased use of multipart manifold business forms.

Many new developments in the commercial printing industry are coming to the fore. It is possible that in the next

## Horace Hart Leader In Printing Industry

Horace Hart has a wide acquaintance in industry-association circles, having served in various capacities with the Printing Industry of America, including several terms as a national director, member of the executive committee, chairman of PIA's national committee on education, and, most recently, he was its national committee on management chairman. In the last-named office Mr. Hart directed and participated in professional conferences for printing plant presidents, designed to further principles of good management and operations control.

The Printing and Publishing Industries Division of the U.S. Department of Commerce is a lineal descendant of the Printing and

Publishing Division of the National Production Authority, which operated during the Korean war.

The Printing and Publishing Industries Division assignment covers the following industries: newspaper publishing and printing; periodical publishing and printing, including consumer magazines and farm, business, and technical publications; book publishing and manufacturing; directory, newsletter, and other miscellaneous publishing; commercial printing by all processes (letterpress, lithography, gravure, screen, engraving), including business forms manufacturing; printed advertising (newspaper, magazine, outdoor, direct mail, point-of-purchase); music and catalog printing; book and pamphlet binding; greeting card manufacturing; manufacturing of blank books and loose-leaf and library binders; typesetting; photoengraving; electrotyping; stereotyping, and production of metal sheets used for printing plates.

In addition to writing and printing books, Mr. Hart is also a book collector, his fields of interest being examples of fine printing and books on French wines. He is a member and past president of the Friends of the Rochester (N.Y.) Public Library.

His other graphic arts organization memberships include the Advertising Club of Rochester, Advertising Club of New York City, Advertising Council of Rochester, American Institute of Graphic Arts, Bibliographical Society of America, Grolier Club, John Barnard Associates, National Industrial Advertisers Association, and National Board of Printing Type Faces.

A graduate of Harvard College, Mr. Hart is a member of the Harvard Clubs of Boston, New York, Rochester, and Washington.



HORACE HART

decade some revolutionary technological changes may occur. Many of the proposed new methods and machines are in the blueprint or experimental stage. An important development has been the introduction of web-fed offset equipment which uses paper in rolls. This should result in reduced costs and increased speed of production. There is also a trend toward the introduction of additional equipment to printing presses, which will perform bindery operations as part of the printing press operation. Phototypesetting machines, in which film replaces type metal, are coming into extensive use.

A continued trend is in the direction of product specialization, as opposed to the general job-shop type of operation. As in any industry, this leads to specialized equipment and methods, which in turn lead to lower costs, lower prices, and greater profits. A good example of this specialization would be the manifold business forms industry, which has grown in recent years to the extent that it has now been established as a separate industry in the Standard Industrial Classification by the Commerce Department.

The volume of printed products imported has remained stable. Exports increased about 3% above 1957 totals.

The Federal Reserve Board's index for "Job Printing and Periodicals" reflects the following pattern of production for 1957 and 1958:

Month	(1947-49 = 100)	
	1958	1957
January	147	145
February	146	146
March	145	145
April	145	146
May	144	145
June	145	146
July	145	146
August	147	146
September	146	147
October		148
November		148
December		148

Employment in the commercial printing industry in 1958 declined from 1957 as indicated below:

Month	1958	1957	% Change
January	422,600	425,700	-0.7
February	420,900	422,600	-0.4
March	421,700	425,200	-0.8
April	419,800	425,700	-1.4
May	414,300	422,000	-1.8
June	416,200	423,600	-1.7
July	414,600	422,500	-1.9
August	417,500	424,100	-1.6
September		428,200	
October		431,700	
November		430,100	
December		427,800	

The commercial printing industry has been relatively stable during 1958. Employment has declined less than 2%. The production index has varied only 3 points, but rising costs and tight competition have resulted in a profit squeeze during the current year.

### The 1959 Outlook

Commercial printing has long been an integral part of the economy and closely related to the Gross National Product. It has been indicated that the Gross National Product will rise steadily in 1959, and commercial printing should follow. Periodical and book publishing should reach new highs. Manifold business forms are being increasingly accepted and should be an aid to the industry in 1959. The increased use of data processing equipment should help also. The expected increase in advertising expenditures, accompanying a general rise in sales volume, should also have a favorable effect on printers.

Assuming a Gross National Product of \$436-billion in 1958 and a level of expenditures for printed products that prevailed in 1956 (1.272%), the volume of commercial printing in 1958 would exceed \$5.5-billion.

The dollar volume of commercial printing, as recorded in the Census of Manufactures, rose somewhat more rapid-

ly from 1947 to 1954 than the Gross National Product.

From 1954 to 1956 the difference in the rate of increase was more pronounced, the increased use of color in all kinds of printing being an important factor in this acceleration. Color printing has continued to grow, and added stimulation has been provided by the greatly increased use of specially designed forms for business machines (including various kinds of multi-part manifold forms and printed cards for data-processing equipment).

Though it seems likely that the rate of increase evident from 1954 to 1956 continued through 1958, and that commercial printing volume may have reached 1.31% of the Gross National Product, or \$5.7-billion, a more conservative estimate of \$5.6-billion would appear reasonable. It is anticipated that commercial printing volume in 1959 will top \$6-billion.

With the current expectations of the general increase in business activity and the increase in advertising appropriations, anticipated increases in book sales, as well as circulation of periodicals, we have further confirmation of a substantial increase in the volume of commercial printing. Furthermore, increased productivity attained during 1958 and the introduction of new technologies should tend to improve the profit picture.

## PIA Presidents' Meeting To Be In Florida Feb. 2-6

Printing Industry of America's Fifth Annual Presidents' Conference for top management will be held at Boca Raton, Fla., from Feb. 2-6 and will be under the general direction of Frank F. Pfeiffer, chairman of PIA's Top Management Committee.

The first subject of the five-day conference will deal with the question, "How Do I Develop My Successor?"

The subject will be handled by Mr. Pfeiffer, who, in addition to outlining the principles, will relate a case history. Small group seminar discussions will then take up the subject for individual owners and managers.

The conference, as usual, will be balanced with a number of social events. A dinner dance on the first day will provide an opportunity for registrants and wives to become better acquainted. A special business session for the wives is also scheduled for the first day.

Looking to conditions which will face the industry in the 1960's, the conference delegates will turn their attention on the second day to "What Top Management Needs to Know."

The program will include an explanation of what is considered ideal in simplified management reporting for the control of a printing business. Sets of sample control forms will be distributed. The new system of management control which PIA has developed after many years of study will be officially presented at the conference. Those in attendance will have an opportunity to explore with the author of the system various questions regarding its application to their business.

The Tuesday program will also include small group seminar discussions in which companies of like classification may discuss their respective problems of management control.

On Tuesday afternoon PIA will hold its first national meeting with representatives of the supply industries to explore the potential benefits which can result from a closer working relationship and more direct channels of communications between the buyer and supplier of equipment and materials.

In keeping with the theme of the opening session, the third day of the confer-  
(Turn to page 90)

# National Association Leaders Hopeful For '59

- Sales volume held up for many printers in 1958 but profits declined because of rising costs
- Both offset and letterpress printers expect a better year in 1959 but don't foresee a boom

## Printing Industry Of America

The general business picture among PIA members in 1958 was spotty. As might be expected, the experience of a particular company will vary with the progressiveness of the management of



Kurt E. Volk  
President



Bernard J. Taymans  
General Manager

that company and with the experience of the principal industries which a company services.

It is also true that experience in a particular city will vary in relation to the major industries which make up a community. With these variations in mind, it would seem that the printing industry in the west, southwest, and southern portions of our country, generally, had a more satisfactory sales experience than the other sections of the country. The specialized business forms groups experienced a year in 1958 somewhat below 1957.

For the over-all industry in total there was not a falling off of sales volume, but there probably was an over-all decrease in the profit picture resulting from increased costs and a market which was consistently more competitive. Our own study on the results in profits is not yet available for 1958. This study will accurately report what took place in the printing industry during the 1958 business year.

The manner in which printing business has followed the development of our gross national product and the forecasts of the recognized economists would substantiate an opinion that the printing industry should look for a satisfactory year in terms of volume of business for 1959.

Most assuredly 1959 will not be a boom year but it is expected that it will be a steady one in terms of printing sales. The profit picture will still be one of major concern. Faced with increased costs and a highly competitive market, the in-

(Turn to page 96)

## National Association Of Photo-Lithographers

The year 1959 will reward printers and lithographers pretty much on the basis of the uncommon, common sense the company team exercises. The first requisites for success in the year ahead dictate that:

1. The lithographer set up (a) budgeted hourly cost rates and (b) production standards based on a record of actual performance in his own plant. (c) He should also set up and operate under a definite schedule, or at least a fixed policy on marking up materials and outside work.

When production standards have been built based on the performance of your shop over a period of time, the estimator will help sell these production standards to your salesmen and through the salesmen to customers. If production figures are no more than industry standards, then the estimator never is quite sure that these industry figures represent actual produc-



Stanley R. Rinehart  
President



Walter E. Soderstrom  
Exec. Vice-President

tion time in your plant. If he has neither his own nor industry production standards, then he operates day-by-day in a haphazard fashion.

2. Management and key personnel should set up a budget of sales for the year ahead, basing it on the best information which comes from salesmen, plant management, and customers.

3. The most successful lithographer will set up on a 12-time basis, an advertising service program, every piece of which should by the service it renders receive maximum consumer acceptance.

4. Survey the condition of all of your equipment, the quality of work and productivity it turns out. If it is obsolete or not producing a sufficient quantity of quality sheets hour after hour throughout the year, then buy the kind of new equipment that will give you better quality.

5. Survey every corner of your plant and office to find out whether you make or lose money on certain departments. If a department has not operated on a profitable or a much needed service basis, discontinue it.

6. Decide now that you will carefully select and thoroughly train understudies for every key job in your office and plant. Select young men who have the proper aptitude and train as many apprentices as possible. Lithographic volume will double in a few years.

## Lithographers And Printers National Association, Inc.

The industry entered the first quarter of 1958 on a downturn of business which began during the third quarter of 1957. Throughout 1958 the year was characterized by widely varying sales volume conditions depending to a great extent on product line specialties and conditions of customers' business activity. During the first part of 1958 the advertising and promotion business was generally good, tapering off in the third and fourth quarters. On the other hand, the packaging field had rather slow business during the first two quarters and then picked up sharply in the third and fourth quarters.

All in all, it would appear that the 1958 dollar sales volume will probably equal the dollar sales volume of 1957. A preliminary estimate of 1958 profits indicates a decline over 1957 profits due to the uneven volume of business and the large wage increases put into effect during the year.

Manpower was not short in 1958 except for a few skilled categories. During the slack periods in business in the first and early second quarters, some plants were on a four-day work week. This large-



L. E. Oswald  
President



Oscar Whitehouse  
Executive Director

ly disappeared during the third and fourth quarters. The seasonal period of Christmas and New Year's should have seen some of this return.

The industry is moving into 1959 under better conditions than when it entered 1958. All indications are that 1959 should be a year of increased sales volume over 1958. Demands in the packaging field and for bank stationery, combined with increased budgets for advertising expenditures, should serve our industry well.

However, one thing to watch will be the long-run effect of the postal rate increases made effective in the late summer of 1958. Revisions made in 1958 in the tax law were quite unsatisfactory in the realm of depreciation allowances. Adequate depreciation allowances must be given not only to this industry but to others to compensate for the inflationary rise in the cost of replacement of assets if the industry is to maintain modern and efficient plants. This proposal was presented to Congress during the last session and will again be presented to them when the new Congress convenes.

#### Direct Mail Advertising Association

While direct mail advertisers have problems to be met and solved in 1959, there is full confidence among them that

the results for the year will be good. During 1958 direct mail advertising dollar volume was remarkably stable compared to other media and the total for the year will show a slight gain over 1957. In fact, the 1958 total will probably set a new

record, but the actual figures will not be available until early this year. Major industry problems lie in the area of postal rates and restrictive legislation but, despite the seriousness of the postal situation, we feel that direct mail advertising will more than hold its own in 1959. Mailers will pay much more attention to the lists they use and will eliminate non-profitable names immediately. They will mechanize more; they will use lighter weight paper where it will enable economy in postage. They will also plan their mailings more carefully and use the best available copy and art in order to make the mailings more productive.

Direct mail's flexibility and versatility make it an important medium, more so than ever before. Because direct mail is selective, it will be used increasingly by "show-me" advertisers who know exactly whom they want to reach. Direct mail will be used increasingly to develop new customers, to revive old accounts, to pre-sell the prospect before the salesman comes.



Arthur E. Burdge  
President

#### Screen Process Printing Association, International

After a slow starting year in 1958, the fourth quarter gave a hint of prosperity around the corner. During the current



William S. Hutcheson  
President



Robert H. Blundred  
Executive Secretary

year the industry has shown a modest increase in volume but in many instances little increase in profits.

Fortunately, careful study on the part of the advertiser has indicated that more advertising dollars should be spent at the point-of-purchase. The more liberal use of point-of-purchase materials, of course, means better business for the screen processor. A high per cent of the point-of-purchase materials used today is produced by silk screen process.

The job cost accounting system developed by SPPA is helping shops improve their pricing and general methods of doing business.

The association, through its broad services, as well as its conventions and management conferences, has had a large part in pulling the industry up by its bootstraps the last few years and made possible the fastest growth of any of the graphic arts industries.

#### International Association Of Printing House Craftsmen

When the operator of an average printing plant was asked during 1958 how business was, the most likely answer was "spotty." That means that while the overall volume is reasonably satisfactory it ebbs and flows radically and orders never build up a sufficient backlog to allow for efficient production planning.

The same term could be applied generally to the printing industry throughout the nation during 1958.



Albert L. Kolb  
President



Pearl E. Oldt  
Executive Secretary

Forecasting the future at this time is difficult because the present situation is not following previous patterns. Common sense dictates that, as business becomes more difficult to secure, advertising efforts must be intensified. However, in 1958 every medium of advertising except TV experienced a decline. In all likelihood the increase in postal rates had an influence on this as far as direct mail, magazines, trade papers, and such were concerned. This, no doubt, is psychological and will soon pass over.

For the past several months business generally has shown evidence of recovering. Commercial printing normally lags behind general business in responding to economic trends. Certainly printing will not go counter to business in 1959. While new uses for printed material are being developed, substitutes are also replacing items which in the past were printed.

In many respects the industry is in need of modernization but low profits have made investment capital hard to obtain. Probably no industry in the country has more opportunity to benefit from the legislation enacted during the last Congress favoring small business. We expect to see a substantial number of our moderate-sized plants take advantage of the liberalized depreciation allowances and the optional income tax election. The effects of this will not be immediate but, in the long run, should be most helpful.

#### International Graphic Arts Education Assn.

Our organization is engaged in a fundamental and critical phase of the anticipated growth of the graphic arts industry

—that of recruiting and training an adequate supply of capable young people who can man the industry. Recruitment of new personnel looms as one of the major problems facing the entire field of the graphic arts. Another major problem for the

year ahead that is being emphasized is the upgrading of our teaching programs by recognizing the work of superior teachers, encouraging the younger men to take summer programs at the leading colleges as summer scholarship winners, planning and holding regional conferences of printing teachers to bring them the latest industry developments, and providing them with the newest literature in the field to help them keep abreast of the many progressive movements in this rapidly changing industry.

The new year again provides opportunity to upgrade many of the educational programs already in existence. Our or-

ganization hopes to stimulate the school boards and school administrators into a vigorous program of machinery replacement in order to have the newer machines upon which to base our training programs.

Many school systems do not have an adequate program of graphic arts training, thus in effect blocking the door to the industry for many of their young folk.

Our goal is an increased recognition of the need for graphic arts training and an accelerated program of recruitment.

#### Education Council

##### Of The Graphic Arts Industry, Inc.

The ever-increasing rapid pace with which new techniques, products, and equipment are creating technological changes in the graphic arts industry is already making its impact on our industry's personnel requirements. There is every indication that any employer in the graphic arts industry who plans to stay in



Samuel M. Burt  
Managing Director



Leslie C. Shomo  
President

business will during this next year expend as much thought, time, and attention to people as he will be expending on production, finance, and sales.

That companies and individuals in our industry recognize the need for professionally educated and trained managers and are willing to invest money in a scholarship program is indeed an indication of the awareness of our industry for a new kind of manpower to manage its plants and operate its equipment and sell its products.

And most important, perhaps, is the increasing emphasis our industry is placing, through the Education Council, on plans to base graphic arts education programs in the schools on the scientific principles students will be putting into practice on the job, either as craftsmen or managers. The year 1959 is almost the last year a printer can wait to plan what he is going to do about his personnel needs if he hopes to be in a competitive position in our industry for any time to come.

The extent to which individual employers in the graphic arts provide the financial support needed for the Education Council's program during this critical year of 1959 will determine the comparative ease or difficulty with which employers throughout our entire industry will be able to attract the kind of new employees they need and want in future years.

#### Research And Engineering Council Of The Graphic Arts Industry, Inc.

There probably will be a slight increase in the general business level of 1959 over last year; however, I doubt that it



G. H. Cornelius, Jr.  
President



Robert E. Rossell  
Managing Director

will reach the 1957 level. Business for the graphic arts should increase in areas where progressive sales and competitive pricing exist. The increase in postal rates may have an immediate effect of lessening the amount of direct mail printing, but I think this situation gradually will right itself so that, by the end of the new year, direct mail printing will be as good or better than it was in 1958.

Skilled manpower in the graphic arts trades will continue to be at a premium in 1959. Because of the continued high costs of operations, it is imperative that the industry acquire improvements in processes and equipment to provide a product our customers can afford. Especially needed are high-speed commercial letterpress equipment, denser films so that less opaquing is necessary on the negatives, better opaquing methods for photomechanical reproduction, and better water control units on lithographic presses so that humidity and temperature need not be so rigidly maintained.

Management generally is much interested in developments such as these, but, unfortunately, most printing plants cannot finance such research and engineering work themselves. Consequently, the major improvement of equipment and methods must be carried out by co-operative efforts throughout the graphic arts industry.

#### Business Forms Institute

As the national trade association of manufacturers of the manifold business forms industry, the Business Forms Insti-



W. C. Lamprechter  
President



H. M. Meloney  
Executive Director

tute is in a favorable position to assess trends and, as of the first eight months of 1958, the dollar volume of sales was slightly under that of 1957—a record year—for the same period—not that anyone should be surprised at that.

Because the industry is an accepted barometer of over-all business conditions, the fact that the last quarter of 1958 may show an increase over 1957 for the same period indicates that this entire year will probably approximate 1957 in volume of dollar sales.

Sales in 1959 should, by all signs, go up in a gradual spiral for the manufacturers who are ready to study, create, and produce forms that fit the particular needs of American business.

Increased productive capacity, made necessary as in other industries in the past few years because of the volume of general business, must be utilized in 1959, but there now seems to be no valid reason why most if not all of this capacity will be put to work in the new year.

Problems that beset all business and industry, while not unknown to us as members of the Business Forms Institute, are frequently reduced in strength and volume by the attention which the association, acting as a group, can devote to them and to their solution through exchanges of pertinent information.

#### Lithographic Technical Foundation

Since World War II the lithographic industry has enjoyed phenomenal growth. This has been due to greatly improved

methods which made possible better reproduction, better and longer lasting plates, and to higher speed presses. These improved methods were the direct result of the co-operative lithographic research begun in 1924 and greatly in 1944.

Recently, however, lithographic orders have been and probably will continue to be very spotty. The largest volume of new business seems to come from competitive processes. For example, many cartons and text books that were formerly produced by letterpress are now lithographed.

Moreover, we have had nearly 20 years of steadily increasing labor and material costs without corresponding increases in productivity or adequate increase in prices. Thus profits are not now enough to give a fair return on investment.

This past year has seen the beginning of new research in letterpress, gravure and flexography. Some lithographic advantages may soon be a thing of the past. Already, it would appear that a presensitized letterpress plate will shortly be avail-

able, and new methods may drastically reduce letterpress makeready.

The lithographers still have the best equipped and best staffed research organization in the graphic arts. But every lithographer must support that research if we are to maintain our position in 1959 and in the years to come.

#### American Photoengravers Assn.

The buyers and users of printing are in a position to choose whichever process—letterpress, photolithography, or gravure—is best suited for their purpose, and are naturally interested in the progress and developments of each. Currently, letterpress printing accounts for the great majority of all printed matter.

Obviously, a considerable advantage lies in combining all elements, type and engravings, in one plate, which embraces accuracy and dimensional stability without the necessity of electrotyping. This is now possible and is rapidly approaching standard procedure.

The invention of powderless etching applied to magnesium or zinc is one of the most important contributions to photoengraving and printing. Powderless etching, together with phototypesetting, opens a new field for letterpress printing, and it also makes it possible for the photoengraver to assemble type and illustrations on one plate.

Powderless etching of halftone and combination line and halftone plates on copper results in improved quality and replaces most of the manual operations previously necessary to obtain faithful reproduction.

The ultimate aim is to produce a complete printing form etched on thin metal which may be wrapped around the cylinder of a rotary press to enable the letterpress printer to print from an original plate direct to paper and to match and exceed the press speed of any printing process. This idea has the interest of leading printing press manufacturers and printing plant management.

A great upsurge in research for letterpress printing and all its component branches is in effect. Electronic devices are present in the photomechanical reproduction field, particularly in photoengraving, and are destined to bring about radical changes.

#### American Paper And Pulp Assn.

The performance of the pulp and paper industry during 1958 conformed rather closely with that of industry as a



John R. Kimberly  
President



Robert E. O'Connor  
Executive Secretary

whole and more particularly with activity in the nondurable sector of the manufacturing economy, which felt the recent recession somewhat less than was the case with durable goods.

Over-all production of paper and paperboard in 1958 was approximately the same as the 30.7-million tons produced in 1957; this was about 2% below the industry's all time high production of 31.4-million tons achieved in 1956. Dollar sales in 1958 were about equal to 1957 sales, but profits in 1958 were down approximately 15% from 1957, due in large measure to increased costs of labor and materials, despite the fact that prices for the industry's products generally remained firm throughout the year.

Production of paper and paperboard in 1959 is expected to reach a new high of 32- to 32.5-million tons. While the condition of over-capacity which now exists for some segments of the industry will continue to be a problem for the next year or two, increased demand for the industry's products during the years immediately ahead should result in effective utilization of any temporary over-capacity which now exists.

Much attention is being paid certain types of competitive products such as films, foils, and plastic materials. There appear to be wide opportunities for paper and paperboard to be used in combination with these other materials so that the products of the paper industry and the other materials may be expected to enhance each other's usefulness and growth.

net profits of the membership of the SGAA, the last quarter of 1958 will show some growth in volume; profit-wise, there seems to be little improvement, if any, over 1957.

Although the increase in third-class mail postal rates has not dampened the optimistic view for 1959 of many printing plant executives, a further increase could very easily change this viewpoint. Many printing plant executives will watch production costs more closely; they will also study new processes and procedures with a view of cutting costs. High costs of labor, fringe benefits, insurance, etc., plus increased Social Security and health insurance costs are among the factors that will further squeeze profits.

The manpower situation shows very little improvement, if any. In some areas it is worse than last year. Highly skilled



A. A. Wade  
President



Charles E. Kennedy  
Executive Secretary

help, especially in the lithographic industry, seems to be in short supply. With the prospect of increased volume, highly skilled help will be at a premium.

#### Book Manufacturers' Institute, Inc.

As is generally known, sales volume for 1958 on the average fell short of '57. This was largely due to the slump in the first three months of 1958. The number of books bound fell off around 8%. There is every indication that sales volume will be better and steadier in the first quarter of 1959 compared to the similar period in '58. It should be stated, however, that backlogs of orders will remain thin during that period and start increasing in the spring for the balance of the year.

During 1959 B.M.I. will continue on a broader basis its inspection of the compatible components of a good book. It will attempt to compare laboratory results

#### Southern Graphic Arts Assn.

Generally, the printing industry of the South seems to have weathered the recession storm. The commercial printers have enjoyed a better year than the newspaper publishers. Several printing plant executives have an optimistic view for 1959 which is evidenced by the purchase of new equipment and plant expansion.

With the exception of a few commercial printers, business in general was as good in 1958 as in 1957. Labor and materials are still a serious cost factor. While there are no figures on dollar volume and



R. C. Walker  
President



Frank J. Schreiber  
Executive Secretary



John Phillips  
President



Malcolm H. Frost  
Executive Director

with in-classroom field tests now in process in a minimum of eight states as to offset covers, vinyls, pyroxylin, cover boards, adhesives, inks, and paper. B.M.I. hopes to modernize the "Textbook Standards and Specifications" so that standards of performance will be the criteria. We foresee an increase in the general business level for 1959, even though we also expect the profits squeeze to take place.

Certainly, tax law changes should reduce taxes for small businesses so that a fair equity in profits is maintained. The postal rates have not affected our members' business at all inasmuch as these rates are invariably paid by their customers. The manpower situation remains the same—always a shortage of skilled labor. Presently, however, most plants are running full.

#### National Paper Trade Association

About this time a year ago there was a high degree of pessimism in the minds of many of our industry leaders. Despite this

fact and acknowledging that conditions were somewhat depressed, particularly so during the first quarter of 1958, the year as a whole did not show a highly retarded usage of paper and paper products. Most of our authentic economists predict an

upturn of our general economy to hold for at least six or nine months of the coming year. With this sort of a prediction it is difficult to visualize anything but a good volume of business for the paper distributors in this country.

While peaks and valleys were experienced during the current year in both fine paper and wrapping paper divisions of the industry, the average as a whole was rather constant and at a good level. Insofar as profits were concerned, it is felt that the paper distributing industry has been alerted to the constant threats of increased costs and competitive markets which caused distributors to search for every conceivable means of cost reduction and preferred attention to sales promotion and training. The results of these efforts should produce improved results.

The members of the National Paper Trade Association, Inc. have had available to them facts and figures which should make it possible to analyze their individual efforts in a very concise fashion and through this means continue to function favorably as a highly important factor in our economy.

Of course, any sort of catastrophic situation would have its effect upon our efforts the same as it would on any phase of industry.



Ralph Schnitzer, Sr.  
President

#### National Association Of Printing Ink Makers

It is my belief that there will be a fair increase in the general business level for 1959 and after the stumbling spring of



Robert Flint  
President



Herbert B. Livesey  
Executive Secretary

1958 we will find a period of recovery which will lead us to new sales heights.

Tax law changes are over due. In Detroit the business taxes have increased 1,200% in ten years.

The increase in postal rates has not affected our members' businesses so far directly, but we do feel that there has been a decided injury done to those of our customers who are engaged in the \$2-billion a year direct mail industry and we feel that there should be a more realistic pricing of postal services.

While we are having no great difficulty with unskilled labor, we do find a shortage of skilled and top level manpower. Ours is a highly specialized prescription chemical business, and it would seem to us that too many men these days are turning from the chemical field to the electronic or even to the professions. We have made no study of overtime or short working weeks, but I have noted several companies working two shifts.

Many members of the graphic arts are looking to us for an increase in the speed of drying. It is now possible to get certain inks for certain equipment and conditions to dry in as little as two-fifths of a second. Whether it is possible to cut down this time is difficult to forecast at this moment, but we are working on the problem.

#### Gravure Technical Assn., Inc.

The gravure industry through the Gravure Technical Association and Gravure Research, Inc. built a bridgehead of ac-



T. J. Stultz  
President



Edward S. St. John  
Executive Secretary

complishment in 1958 which will expand in 1959 and the years to follow.

We are in the process of perfecting a device for controlling web tension which should lead to higher press speeds and fewer web breaks.

Rapid growth has pointed up the need for standardization of methods and materials. During the last few years the Dultgen process for color printing has been in keen competition with Dultgen Hard Dot, Art Color Hard Dot, Gresham Process, and the Alco Process. Within the next six months we expect to develop a standard continuous-tone positive.

A standard color tone scale and a standard ink color chart will be completed shortly thereafter for use by advertising agencies and printers in evaluating proofs and final printed copy.

In 1959 GTA will produce a film describing gravure, its growth, its widespread present-day use, and its future.

Within the next 18 months two guides will be published in loose-leaf form for the gravure trade. One for the packaging field will cover in detail the various operations necessary in producing a bag or box printed in gravure from one to four colors. The other guide, for rotogravure publication pressmen, will cover the essentials in operating a rotogravure press and the important mechanical differences in operating presses made by various major press manufacturers.

#### International Printers Supply Salesmen's Guild

Generally speaking, sales in 1958 were a little lower than those of the two previous years, mirroring the brief period of recession which had its beginning near the end of 1957 and continued in the early part of 1958. Business substantially improved in the middle and latter parts of 1958 and a spirit of quiet optimism seems to prevail for 1959.

The graphic arts is and has been a dynamic industry for the past several years and scarcely a month goes by without some new development in paper, plates, equipment, methods, and ink being announced to the trade. Printers and lithographers are anxious for information on improved materials and machinery that can help them lower costs and this important fact plus the constant improvements being sought by the suppliers and manufacturers in all phases of the graphic arts business will make 1959 a good year for our industry.

It is significant that practically every one of the local guilds in the International (Turn to page 95)



Louis A. Croplis  
President

# State-City Groups Foresee Improved Year

- Most association leaders believe sales will improve materially this year but may not top 1957
- Profit margins continue generally unsatisfactory; workers in many areas still in short supply
- Continued trend toward multiprocess operation noted; interest in new technological developments

## NEW YORK CITY New York Employing Printers Assn.

Dollar sales of printing in the New York area during 1958 were 4% lower than in 1957. This was the first time in



Robert L. Sorg  
Chairman of Board



Don H. Taylor  
President

the last nine years that dollar sales in New York failed to top the previous year.

With the outlook for improved conditions of general business in 1959, we expect that printing sales during the coming year will show improvement over 1958.

Whether we can quickly regain the high level of 1957 will depend upon a combination of internal factors, such as the vigor of our own selling efforts and the adequacy of our pricing policies; and external factors, such as the level of advertising expenditures and general business activity.

Profit margins continue to be generally unsatisfactory, though there are enough plants with good balance sheets to show that a better profit picture is more the result of consistently good management than exceptionally large volume. There are some indications that the decline in volume during 1958 forced more efficient utilization of plant personnel. If this lesson can be carried over and applied when sales resume their upward movement, a substantial improvement in profit margins can be obtained. Firms that have not tightened up on plant operations during the downturn in sales will not be rescued profitwise by a mere increase in volume.

While well-trained workers continue in short supply in this area, several factors give us reason to believe that the manpower situation will improve. One factor was the opening in 1958 of the new building of the New York School of Printing, which will be a substantial help in facilitating recruitment of young people. Another helpful factor is the general cooperation of the industry in collective

programs of training and upgrading for shop and office.

There is a continued trend toward multiprocess operation and this is frequently a reason for mergers and consolidations. Interest in new technological developments is at a very high level and programs of equipment and plant modernization are continuing, though handicapped by federal tax policies which have not yet been adjusted adequately to meet the needs of small business.

## PENNSYLVANIA

### Printing Industries Of Philadelphia

Questionnaires were sent to PIP members to determine their expectations with respect to the year 1959, and also to find out just how good or bad 1958 has turned out to be.

Eighty firms, of all types, answered this most recent questionnaire. Of this group, 11% reported that 1958 was a "much better" year (in terms of volume of business) than 1957 had been. An additional 35% stated that 1958 was a "little better" than 1957, and 14% said that their volume was approximately the same as 1957. Thus we find that 46% of all those who replied had a larger volume than '57, and 60% did at least as well. On the other hand, almost 32% reported that volume was a little lower, and 6% said it was "much worse" than 1957.

Profit-wise, however, only 5% reported that 1958 was "much better" than '57. Thirty-three per cent said it was a "little better," and 12% replied that 1958 was "as good" as 1957. In other words, 38% made a better profit in 1958 than in 1957, and 50% did at least as well. On the other hand, 23% made profits which were a little lower than 1957, and 26% did much worse.

With respect to their outlook for next year, 16% expect to sell a "much bigger"



George D. Beck  
President



Noel Rippey  
Executive Secretary

volume than they are realizing in 1958 and 61% anticipate a "little larger" volume, so that a total of 77% are looking forward to at least somewhat more business than in 1958. Slightly more than 17% expect their volume to be about the same as 1958. Only two firms out of the 80 believe that volume will be lower than '58.

So far as 1959 profits go, 20% look forward to "much better" profits, 50% to a "little better" profit picture, so that 70% anticipate profits at least somewhat better than 1958. Sixteen per cent expect about the same profit picture in 1959. Only three firms believe profits will be a little worse; one expects profits to be "much worse." Four firms decline to hazard a guess.

In conclusion then, it appears that 1958 has been a better year, particularly with respect to volume, than might have been anticipated during the depths of the recession last spring. It was, however, a mixed year. Expectations are generally optimistic for 1959.

## MICHIGAN

### Graphic Arts Assn. of Michigan

Generally speaking, dollar volume of business in the Michigan graphic arts industry during 1958 has been below the



C. W. Whaling  
Manager



Daniel J. Henry  
President

levels established in 1957. Average profit levels in this area have been below the national level. All in all, 1958 has been an extremely competitive year. The problems facing our industry remain acute. We must give more attention to costs, improved production methods, and sound selling rates.

Employment in the industry is down. In some crafts there is at the moment a surplus of skilled manpower. Many of our member firms forecast an improvement in over-all business activity for our area beginning in the early months of 1959. If

the 1959 model automobiles sell well, and indications are favorable, our graphic arts industries in 1959 should enjoy a volume of business at least equal to 1958.

### TEXAS

#### Printing Industry Assn. Of Houston

Printing volume in Houston for 1958 will not equal 1957—which was less than 1956. Again, as in 1956 and 1957, profit will be lower than the national average. This year can be a better one. Considerable volume has been leaving the Houston area, but if a determined effort is made by those qualified, it is reasonable to expect that 1959 will be as good as 1955.

For 1957-58 Houston's net profit before taxes was almost  $2\frac{1}{2}\%$  lower than the national average. We hope ways and the will can be found to at least equal the national average. While we have held our own in manufacturing effort, administrative and selling expenses still require too much of the sales dollar.

There always has been a shortage of capable, skilled help in the Houston area; consequently, much overtime is necessary, perhaps more so than in any city of comparable size. Business continues spotty, but most of the better managed plants are working a full week.

There has been some expansion during the past year but chiefly it has been replacing antiquated or worn out equipment with faster, more-economical-to-use machines. A number of two-color presses as well as rotary equipment has been ordered and installed, or is on order.

Present tax laws do not permit business to deduct sufficient amounts for depreciation to have enough money set aside to replace worn-out and inefficient buildings and equipment. Therefore, profits are really being overstated. Furthermore, the proportion of machinery and equipment that is over 20 years of age is unusually high and will have to be replaced.

Our members' problems are more with personnel, sales, and costing, rather than production. We are hopeful a way can be found to train or attract skilled workers. The association expects to embark on a cost and pricing educational program that has but one object in view: to awaken the member to the absolute need of knowing his costs and then helping him obtain a fair profit for his efforts.



O. K. Eden  
Executive Director



Robert Welz  
President

### CALIFORNIA

#### Printing Industries Assn. of L.A.

The printing dollar volume in greater Los Angeles leveled off in 1958 as compared to 1957 and 1956. In September



Henry Henneberg  
General Manager



Irl Korsen  
President

and October, however, excellent sales recovery was experienced.

Net profit after taxes reported for the area in the PIA ratios has not been unfavorable compared to national averages. However, we believe that the figures may not truly represent the actual situation, as there are hundreds of medium-small plants who do not participate in the study.

PIA-Los Angeles continues its broad educational service campaign to improve the management of local plants. More efficient production methods are in evidence in many plants.

Labor supply in the area is plentiful and overtime is generally caused by the

fluctuating demand for rush printing rather than a shortage of labor. No plants are known to be working fewer than five days a week. There are several plants planning new buildings and adding more modern equipment.

There is a growing awareness of the increase in rotary business form printing since a special group of such firms was formed within PIA-Los Angeles this year. The increase in postal rates is causing more third-class mailing and more selective mailing than ever before.

PIA-Los Angeles is currently in the middle of an all-out membership campaign and optimistically hopes for good results in the printer's present search for ways to do a better job.

And let us emphasize that the printing market continues to be competitive!

### MINNEAPOLIS-ST. PAUL

#### Printing Industry Of Twin Cities

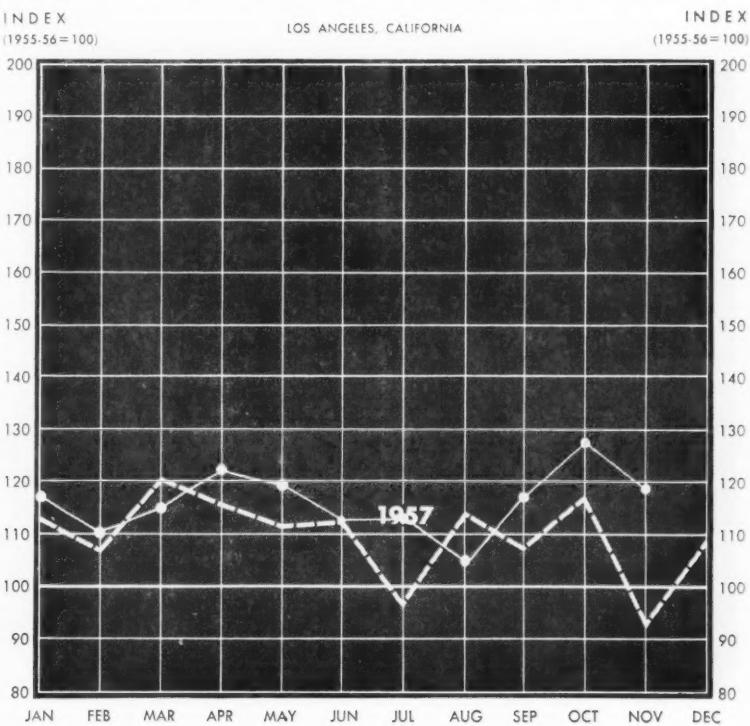
The dollar volume of printing in the Twin Cities, according to the latest association survey, has increased during 1958 over 1957. A little softening during the summer months only caused some of the backlog of work to be consumed but did not result in any appreciable layoffs.

All indicators point to an even larger growth in volume during 1959. Twin City printers continue to buy the most modern, fastest equipment available.

Printers here are continually creating new markets and new products rather

The Printing Industries Association of Los Angeles (Henry Henneberg, general manager) issues monthly sales index for printing industry in its area. The thick line at 100 represents base period 1955-56

### PRINTING INDUSTRIES SALES INDEX





Harold L. Holden  
President



William H. Gary  
Managing Director

than following in the footsteps of competitors. Twin City volume continues to grow because local printers industriously seek better methods and faster ways of improving production quality and service.

Several firms have built new plants or expanded old facilities during 1958. One firm with plants in both Minneapolis and St. Paul has opened another plant in southern Minnesota to service that area. Large rotary presses and several multicolor 77-inch sheet-fed presses have been added during 1958 to the equipment of PITC firms and several other large pieces are on order for delivery early in 1959.

Profits in 1957 were lower than in 1956 and it is hoped that 1958 will not continue the pattern. Twin City ratios showed 1957 profits to be one-half of one per cent below the national average, but an increase in number of reports turned in could have caused this fluctuation.

Skilled help, particularly in the process litho field, is still scarce in the "Twins" because of the addition of so much new equipment, but the printers are working with PITC in several ways to help alleviate the shortage.

Were it not for higher wages, shorter hours, and higher freight rates because of our geographical location, the Twin City industry would undoubtedly grow much faster.

## OHIO

### Printing Arts Assn. of Columbus

The volume of the printing industry in the Columbus area during 1958 has been below 1956 and 1957 by approximately 10%. A definite improvement in sales is indicated for 1959. This increase has been in evidence during recent weeks and several plants are reporting Decem-



R. Reid Vance  
Executive Secretary



Richard F. Thrall  
President

ber as surpassing this month in previous years.

From the net profit standpoint the Columbus industry shows a figure of 5.75% against the national average of 5.81%. Increased volume, coupled with the installation of new equipment in several plants, may result in a slight increase in this profit figure during 1959.

On the other hand, the constant increase in operating costs is causing buyers' resistance which reacts to balance the other favorable factors. For short periods during the late summer and early fall, some of the firms were operating on less than a full time schedule, although the increased vacation credits served as a deterring factor in relation to layoffs. The labor situation continues to be difficult from the skilled workers' standpoint, and as a result overtime is frequently necessary to meet delivery schedules.

As a general rule, new equipment being purchased is in connection with the offset process and practically every plant in the area has now installed some type of lithographic press. The Printing Arts Association is seeking to induce local buying from member plants through the distribution of the group's membership roster carrying a brief message outlining the capacity of the local industry.

Another association activity is the carrying on of a series of meetings directed to smaller plants, a number of whom have just recently started operations.

## ILLINOIS

### Printing Industry of Illinois

We believe that Illinois and Chicago printers can look forward to a moderate increase in sales in 1959. Aided by the recent stabilization of the area labor market and the many new facilities and equip-



John H. Goessle, Jr.  
President



James X. Ryan  
Secretary, Gen. Mgr.

ment that have been added in 1958, the rate of sales increase may be even more substantial.

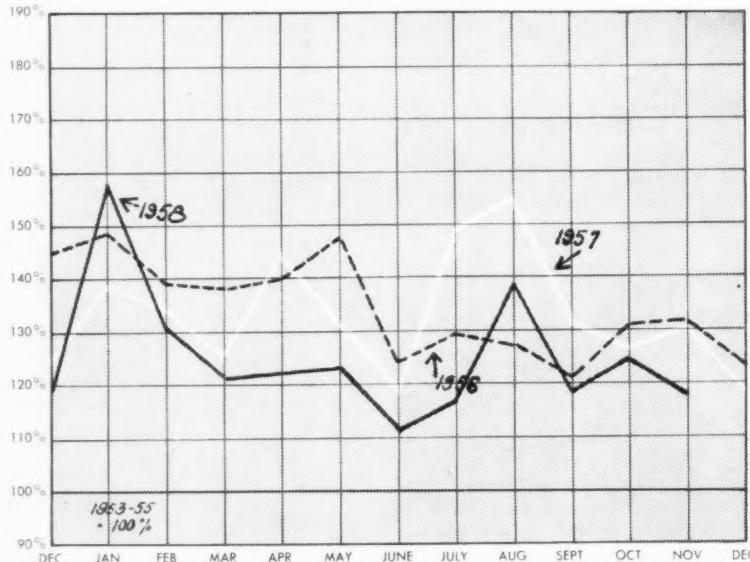
During 1958 printing sales generally in Chicago decreased approximately 5% below 1957 and as much as 10% below 1956. This reduction doesn't give a true reflection of actual business conditions in view of the great number of plants which have increased their volume from 100% to 200% over 1957 and 1956, while many have suffered greatly. Direct mail and publication printers seemed to have had the greatest volume reduction.

In those areas outside of metropolitan Chicago the sales volume has closely approached 1957 business and is only about 4% less than the volume in 1956.

It is difficult to anticipate the net profit percentage printers can expect in 1959. It is our belief that extremely virile local competition, in addition to strong competition from out-of-state, will limit our profit to approximately that of 1957. The Illinois-Chicago profit closely parallels the national average.

The confidence of Illinois printers in the future is encouraging and stimulating. Many of our members have expanded their plants; several have built new facilities, and many more are making addi-

**Printing Industry of Illinois (Chicago) issues this index of printing sales each month. PII also polls members on business outlook, prices paid suppliers, paper supply, plant overtime, overdue accounts**



tions and major improvements. A limited number of letterpress printers have added lithographic equipment and much new letterpress machinery is being purchased. There is considerable expansion of lithographic plants, particularly in larger presses and webs.

We believe the problems of the industry are substantially the ones best met through healthy competition standards. We are convinced that printers nationally, not only locally, must in view of competition install and maintain full and accurate accounting and cost systems.

### GEORGIA

#### Printing Industry Of Atlanta

Printing volume during 1959 for the Atlanta metropolitan area should increase some 5% over 1958. This follows a natural growth pattern of 2% to 3% increase per year for the past five years. The accelerated growth for this year stems from the fact that several of the progressive printers are building new plants or expanding their facilities which will attract new customers.

It is anticipated that 1959 will be a more stable business year than 1958 inasmuch as the impetus of improved eco-



Frank Majors  
President



Richard A. Stout  
Executive Director

nomic conditions is still forward following last year's recession. The industrial and commercial growth of Atlanta as a regional distribution center is still the primary factor behind the metropolitan growth, and the increased demand for printing.

Profitwise, the Atlanta printers are expected to hold their own which is practically equal to the national average profit percentage. Increased capital expenditures during the latter part of 1958 should tend to improve the profit situation after 1959.

One of the serious aspects of printing production presently is a lack of good journeyman help. While there is a steady influx of craftsmen into the metropolitan area, it does not keep pace with the growth of the industry. Some 50% of the printing firms work overtime as a routine method of operation. All Atlanta printers are now working a full 5-day week, and large-scale layoffs are uncommon here.

A much needed tax law is one that will permit partners and individual proprietors to share in pension and retirement plans on the same basis as corporations.

### WESTERN NEW YORK Printing Industries Association

The year 1958 has not been good for the printing industry in this area. Overall, it appears that sales volume will be down 7% to 9% from 1957 and somewhat more below the volume for 1956. Employment is off about 15%. Sixty days ago our prediction for 1959 would have been that it would be substantially better than 1958 and probably equal to 1957.

Now we must revise that estimate as new orders have fallen off tremendously since Nov. 1. Mergers of local manufacturing plants with national organizations and a decline in the distributing trades in this area have and will continue to exert a curtailment effect on the local printing market. All the larger printing plants in this area, already securing a substantial majority of their business outside the area, will have to concentrate even more on selling in other markets.

Profitwise the average in this area has been better than the national for the past few years due to the effect of several specialty plants. Increased competition in those fields will tend to reduce this. Profits of general commercial shops are steadily declining as competition does not allow price increases commensurate with higher costs.

Because of the sporadic flow of orders, employment has been erratic during the year—overtime one week, layoffs the next with no opportunity to plan production efficiently. Indications are that this condition will continue well into 1959.

### OHIO

#### Graphic Arts Assn. Of Cincinnati

The average Cincinnati printer will probably end 1958 with slightly less dollar volume of sales than in 1957 and with less dollar profit. Contributing to this situation is the fact that the average plant will have had fewer total chargeable hours in 1958 than 1957 but not fewer em-



John D. Rockaway  
Managing Director



W. Wayne Hogan  
President

ployees. The same number of employees worked considerably less overtime in 1958, with some isolated instances of short time and temporary layoffs due to lack of work. Keen competition has kept sale prices depressed, while there has been a gradual increase in labor costs.

This year bids fair to be better with the average Cincinnati printer, starting 1959 with sales slightly higher than the start of 1958 and every hope that sales will hold for the entire year.

As a result of the sweep by labor in the recent elections, it is obvious that it is necessary for business men and industry to enter the political field and take a much more active part. Certainly, business cannot expect a favorable atmosphere when so many political leaders are controlled by labor.

### VIRGINIA

#### Virginia State Printers Assn.

The dollar volume of printing in Virginia for 1958 will be about the same as for 1957, which was the largest in dollar



Edwin O. Meyer  
Executive Secretary



John A. Bland  
President

volume for Virginia. Despite the fact that 1958 was a recession year and some areas of Virginia suffered quite extensively, we believe that 1958 will end up on dollar volume about the same as 1957.

Indications are that 1959 will be ahead of 1958 in dollar volume as most of our areas have now completely recovered temporary setbacks of the 1958 recession and many areas have industrial expansion programs under way and other factors that should be a good influence for 1959.

The net profit percentage for Virginia printers in 1958 will be less than 1957. Man-hour cost and the cost of equipment and supplies continue to increase in Virginia as they do throughout the nation. Virginia's average should be equal to that of the rest of the country, but as indicated by the PIA Ratio Studies the margin of profit after taxes still continues to decline.

Virginia plants are working full 40-hour weeks and some are on overtime with the rush of fall business. The summertime slump saw some reductions in the number of workers in some plants in Virginia and many plants were afforded an opportunity to do some badly needed cleaning up and throwing in during the past summer.

There is a general trend to expand printing plants in Virginia and many are

adding offset printing equipment to the usual letterpress facilities.

The increase in postal rates has been fairly well absorbed by the printing industry in Virginia or has been passed on to the customer in the direct mail business as well as to those in publications sections.

The most immediate problem in Virginia is the expansion of the printing plant in the state penitentiary and the increasing amount of private plant activity in municipalities and in other local government operations. The Virginia State Printers Association has set up a special committee and is enlisting the aid of the Virginia Manufacturers Association and other organized trade association groups to stop this general trend of public tax-supported institutions and departments setting up facilities in competition with tax-paying labor and industry.

#### PENNSYLVANIA Printing Industry Of Pittsburgh, Inc.

The printers and lithographers in Pittsburgh and western Pennsylvania battled through a tough year in 1958. The general level of sales volume from PIP member firms was down somewhere between 10% and 20%. Profits also took a nose dive with percentages varying all over the lot. An average loss could be figured somewhere around 30% to 35%.

Everyone seems to be optimistic about 1959. Companies which had planned to purchase new equipment for replacement of old machinery or for expansion purposes are going ahead with their purchases as scheduled. Plants which suffered sales volume and profit decreases are determined to recoup their losses during the next calendar year, and some even hope to expand their volumes beyond '57 figures.

During 1958 many plants were not working at full capacity. Some made permanent cuts in production personnel, but most plants operated on a share-the-work basis with reduced work weeks for all production personnel.

All in all, Pittsburgh firms look to 1959 with confidence and with optimism. Everyone expects to do a much better sales job next year, and the feeling is that the industry is in better physical trim than it was a year ago.



Thomas H. McCabe, Jr.  
Executive Director



Arthur W. Rippel  
President

#### KENTUCKY

##### Louisville Graphic Arts Association

Louisville reports a slight falling off in sales volume from previous years due to the general business decline. Early in the year production was normal with a definite drop during the summer months and a slow rise beginning in mid-fall. The over-all picture from reports available at this time indicate a definite loss of sales for 1958.

The outlook for 1959 from reports of local industry leaders appears to indicate a rising market. However, management will in general have to tighten its financial belt.

The labor market has held steady with no appreciable increase in unemployment and only in a few instances has a shortage been noticeable. New employees well prepared for advanced in-plant training are coming from our trade school program. Upon advice of the Joint Education-Industry Advisory Board, new addition of equipment and improved facilities are



Charles G. Mullen, Jr.  
President



Al Cody  
Executive Secretary

tions throughout the nation, which have their effect on the tourist industry.

Florida's printing industry expansion is continuing but at a somewhat slower pace, and profits should show improvement as this expanded facility is put to fuller use. There has been a tendency in the Miami area toward over-equipping with capacity far outrunning what printers are able to sell.

The help situation is troublesome but not burdensome, with the use of overtime during seasonal peaks being the universal method of meeting this problem. Probably most plants in Florida have worked in excess of five days a week since the fall upturn.



Harold W. Braun  
President



David M. Walker  
Manager

being made to maintain and improve the training of these future printers so they may better fit industry's needs.

The future looks bright with several firms making additions of larger size equipment and either contemplating or have under construction new plants. The majority of improvements will be in operation early this year.

#### FLORIDA

##### Printing Industries Of Florida

For the state of Florida generally, printing business has compared very favorably with 1957 and 1956. The disastrous citrus and tourist seasons last winter have had their effect on business in general, but in recent months we've seen a very vigorous effort to use the printed word in promotion for the 1958-59 winter season to make up for last year's losses. In spite of these conditions, and in spite of the nationwide recession talk, printing in Florida has remained stable.

At this point it seems likely that business during 1959 will be slightly better than in 1958. Factors affecting this include a steady influx of new residents at the rate of 1,300 per week, continuing relocation of industry in Florida, and a general improvement in economic condi-



Jewell E. McClain  
Executive Director



Charles W. Gordon III  
President

#### TEXAS

##### Printing Industry Of San Antonio

No unusual variations in printing volume are foreseen for the San Antonio district within the immediate future. A continuation of moderate growth is anticipated, based on increased population and a steady in-migration of small manufacturing operations.

The ravages of time and the higher cost of competitive equipment will continue to decelerate the efforts of the smaller printer; we already find the more progressive plants being contacted to handle more of the smaller orders, posing the universal problem of how to make a profit on pressruns amounting to 1,000 or even less.

No large equipment is being added at present, the largest being in 29-inch offset. Several smaller installations of a supplementary nature have been added in both the offset and letterpress fields.

San Antonio will continue the five-day week, with practically no lay-off problems involved. While an adequate labor supply

is still available, there is a growing feeling that more training at the craftsman level will become necessary.

Apparently direct mail is still in the process of revamping its mailing practices, but the postal increases have not yet cut production to any noticeable extent.

As a general rule, district printing house profits exceed national averages by a slight margin. However, in view of almost certain further inflation, profits may not follow the anticipated growth in production. Our problem in 1959 would seem to be management's ability to maintain a fluid pricing structure in order to quickly incorporate material and labor increases into selling prices.

#### WISCONSIN

##### Graphic Arts Assn. of Wisconsin

"Happy New Year" is more than a holiday greeting for the Wisconsin printing industry. Its connotations relate to the end of a difficult year and a good 1959.

The sales index maintained by GAA indicates that the 1958 sales volume will barely equal the 1956 volume, wiping out the 7% gain shown in 1957 and forecasting a lower profit margin than the prior two years. The condition of Milwaukee's predominantly heavy manufacturing industries had an adverse effect on Wisconsin printing sales.

Consequently, an extremely competitive market developed, and the year was marked with several business failures, development of short work-week schedules, lay-offs, and overtime only under customer insistence. Construction of new facilities was limited to concluding commitments begun in 1957 and with several planned starts tabled. Equipment sales were principally replacement units although definite commitments for expansion units are now evident.

Because of the reduced sales market, many firms tried to maintain their profit picture through increased productivity and improved methods with realistic appraisals of manpower, material, and with equipment requirements. In keeping with this trend, GAA established a production engineering function and employed an industrial engineer to apply the concepts of production standards, methods, work simplification, systems and work-flow to aid plants in increasing productivity.



David W. Jones  
Executive Director



Earl S. Vogt  
President

## Next Month . . .

Printing salesmen everywhere will be interested in a new series of articles by John Trytten, himself a printing salesman for many years; they're case studies of how various top printing salesmen sold a particularly tough job in spite of adversity. How many daily newspapers do you know of that are printed on web offset equipment? The Middletown (N.Y.) Record does it, but how? Read this progress report in story and pictures by Robert Walker. Letterpress printers commonly print trade journals on flat-bed equipment but Mack Printing Co. of Easton, Pa., decided to try a web press. Read about the problems encountered and how they were solved with success. Printers need public relations the same as any other business. Herb Kaufman will explain how printers can actually increase their volume by paying attention to the subject. By way of regular features, look for J. L. Frazier's quarterly "Typographic Scoreboard"; Offset department lead story by Charles W. Latham will tell you how to reduce costs by more careful management, and Gyan P. Madan will present the fourth in his series on masking; plus a host of other regular features.

#### UPPER MIDWEST Graphic Arts Industry, Inc.

The groundwork for a new boom in business was laid some months ago . . . it will blossom out sometime late in 1959 and reach full bloom in 1960.



Clinton E. Johnston  
President



Paul J. Ocken  
Vice-Pres., Gen. Mgr.

The dollar volume of business in commercial printing in 1958 for this part of the United States may pretty well be represented by the employment picture in the commercial printing business in this part of the country. In Wisconsin employment is off 0.4% from a year ago. In North Dakota it is up 0.1% from a year ago. In South Dakota it is up 3.3% from a year ago. In Illinois, down 0.6%.

In Minnesota the picture is down 4.4%, primarily due to the fact that commercial printing is concentrated to a very large degree in the Twin Cities where the picture shows employment down 5.4% from a year ago. This unemployment in the Twin Cities is primarily due to the cost picture being out of line and to the fact that buyers of large volumes of printing are becoming more competitive.

#### OHIO

##### Printing Industry Of Toledo

Members of the Printing Industry of Toledo are looking toward 1959 with enthusiasm for a greater sales volume



Boyd B. McLeod  
President



Leon H. Shaffer  
Executive Director

and increased profits. The volume of business this past year for individual PIT members has been somewhat erratic. Some printing firms have had an increase of business over 1957 while other printing companies have had minor declines. Industrially, Toledo is strongly allied with the automotive, metal fabrication, and allied industries. Total local employment in these industrial classifications was lower this past year. This decline in automobile sales directly affected some members of our association. As the year ends, the labor market situation is improving greatly with a continued employment upturn forecast for 1959.

#### NEW MEXICO

##### Printing Industry Of New Mexico

The printing community in Albuquerque is enjoying the best health it has known in the past ten years. Better yet, conditions should continue to improve during the foreseeable future. One factor, of course, is the continuing growth of the market in this area and the resulting increases in annual sales. Many of us feel, however, a greater factor has been the formation of a printing management association. This has created a friendly atmosphere among competitors based on mutual understanding, education, and cooperation. Although we have no means for determining aggregate net profits, a poll of the major suppliers indicates a sharply improved credit picture among the printers of the area. As everywhere, there is a critical shortage of trained labor. This may be worse than average in Albuquerque as we are a small printing community and somewhat isolated as well.

There is no "pool" from which to draw as the need arises. As many of the plants continue moderate expansion programs, this problem becomes more acute.

# Color Transparency Masking For Reproduction By Offset

There are various methods for masking a color transparency;  
basic idea is not new but your employees can learn it easily

Third Of Series On Modern Masking  
By Gyan P. Madan  
Carnegie Institute of Technology, Pittsburgh

Part I and Part II of our series on "Modern Masking" ended the discussion of the technique of masking reflection copy. The present chapter begins an analysis of the technique of masking a color transparency.

Color transparencies which are better and more attractive originals than reflection copy are available in different sizes. The smallest size is 35mm. All transparencies of 4x5 inches or larger require more or less the same technique of reproduction while those that are smaller (for example, 35mm) require special apparatus and technique for reproduction.

First, we will explain how to mask a color transparency other than the 35mm.

There are various methods used for masking a color transparency which accomplish specific jobs. Most of these methods have been developed by Eastman Kodak Co., Rochester, N.Y., and Kodak Ltd., London, England, for reproduction of Kodachrome and Ektachrome transparencies.

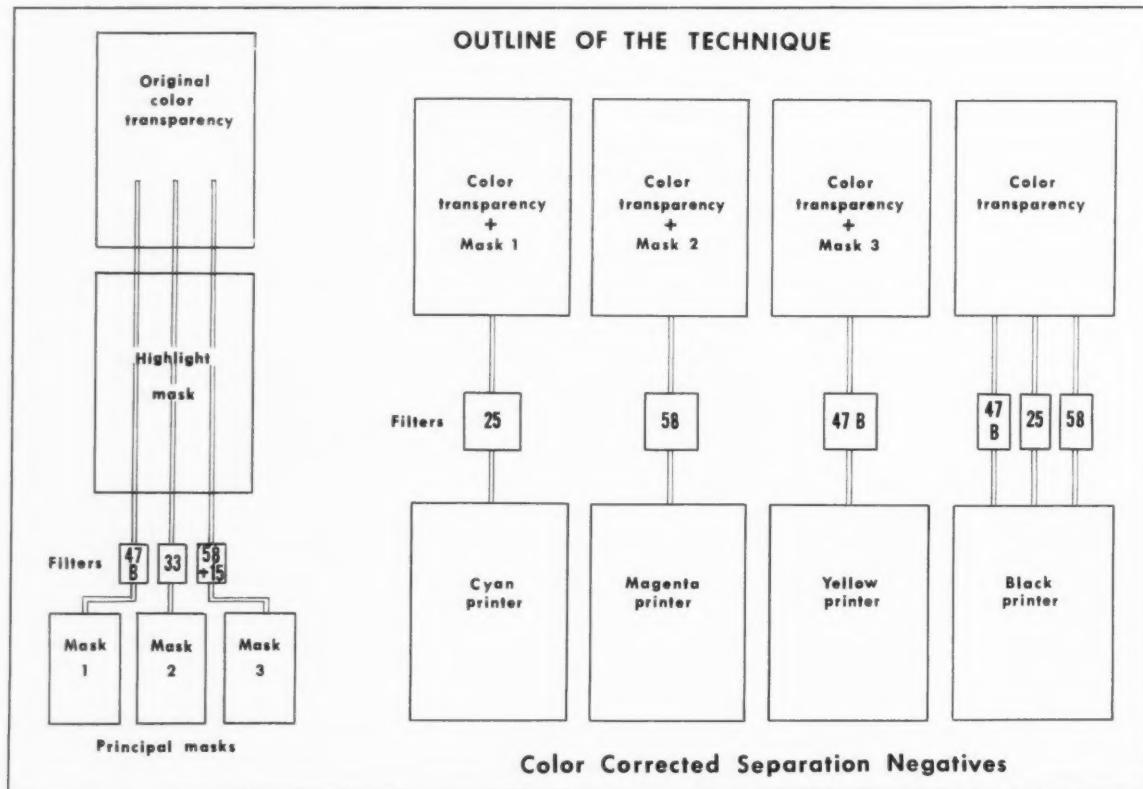
We, however, in our laboratory have been able to do some experimental work with a few of the commonly-used techniques of masking a color transparency and have been able to compare the advantages and disadvantages of each. As a result of these experiments the method outlined here was found to be more suitable, offer more ease of working in general, and to result in good color reproduction.

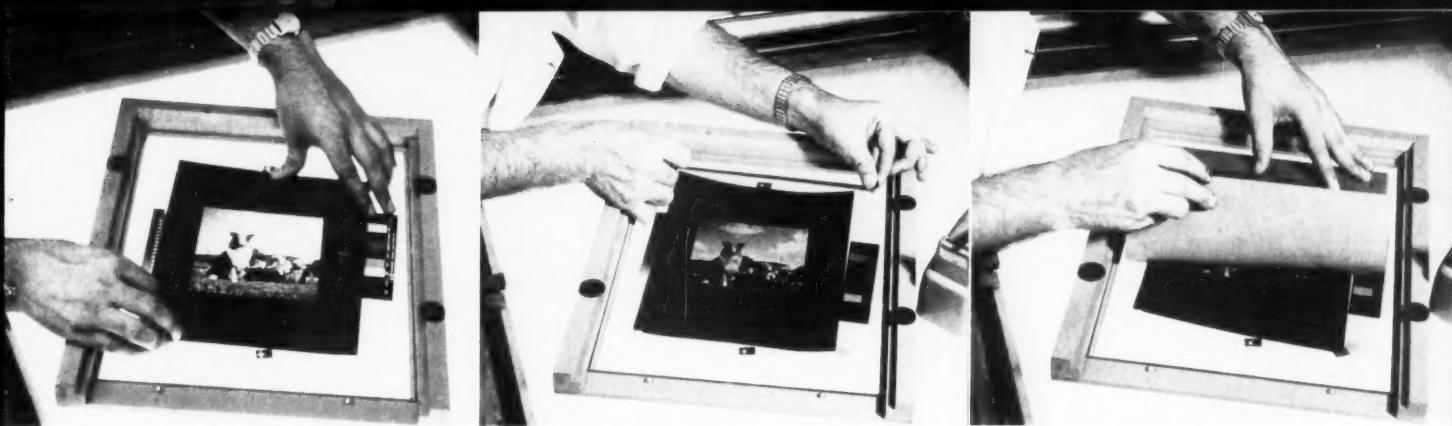
The technique begins by measuring the density range of the transparency. It is important because many times the color

transparencies seem to have exceptionally high contrast. This range is often as high as 3.0 and sometimes even greater; in lithography it is not usual to reproduce originals exceeding 1.6. Such high density ranges in transparencies present certain difficulties in reproduction, and thus some means must be employed to bring these density ranges within the limitations of the printing process used.

The easiest method is to use an area mask. The use of an area mask in its proper place produces a snappier result with more detail and improved color saturation.

Now, having checked the density range on the densitometer, it can be easily determined whether the transparency will require an area mask. If it does, then these masks are made extremely unsharp by using the diffuser method. These masks are not suitable for subjects containing large flat areas of uniform density separated by a sharp line (e.g., dark tree branches silhouetted against the sky); undesirable outline effects and color fringing may result. In cases in which the transparency contains important highlight details, highlight masks are used. These highlight masks prevent the loss of contrast and detail in the highlight areas. Although both the highlight and area masks serve as contrast-reducing masks and are linked in register with the transparency to bring its density range into the reproducible scale, it must be remembered that while an area mask is used to





Left: Having checked the densities of the transparency, place it on the glass of the printing frame, image side up; register marks, gray scale, and color swatch are attached to it. Center: The transparency is then fastened to the glass of the printing frame with cellulose or glue tape to complete preparation for making the mask. Right: Place a piece of unexposed Kodalith Ortho type 2 film over the transparency; after exposure it will provide highlight mask

produce a snappier result, a highlight mask is desirable only if the subject contains important highlight detail. Many persons suggest the use of an area mask in combination with a highlight mask for best results.

In the present case only the highlight mask was used. The highlight mask is prepared by contact in a printing frame from the original transparency and must be in register with the transparency. From the transparency plus the highlight mask three unsharp color correction masks are made by exposing through Wratten filters 17B, 33 and 58 + 15. These masks thus prepared are called "principal masks," and are produced to a density range of 40% to 50% of the transparency plus the highlight mask.

After the principal masks have been prepared, the highlight mask is removed from the transparency and the principal masks are put in register as follows:

Transparency + the blue filter (47B) mask for red filter separation negative.

Transparency + the red filter (33) mask for green filter separation negative.

Transparency + the green filter (58 + 15) mask for the blue filter separation negative.

The black printer separation negative is made without a mask by the split filter technique to avoid desaturation of pure colors.

From these separation negatives continuous tone positives are made, and from the continuous tone positives final half-tone negatives are made.

This in theory is the outline of the whole technique. Now, let's discuss the points of practical interest.

As previously indicated, the technique begins by checking the top and bottom densities of the transparency and thus the range is calculated. Then the transparency is mounted to the glass of a printing frame with the image side up together with register marks and gray scale using cellulose or glue tape. For a gray scale a Kodak Photographic Step Tablet No. 2 is ideal. The unwanted steps (the steps beyond the required density) on the gray scale are masked with black paper. To make judgment and recognition of the separation negatives easy, a transparent color guide

is also attached with the transparency. Although Eastman does not manufacture transparent color swatches, there is a "transparent multiple color swatch" on the market. These color swatches are manufactured by K & M Manufacturing Co. of Chicago. Although these K & M color swatches are not guaranteed for their accuracy and permanence, they serve as a good guide.

Having accomplished all this preparation, we are now ready to make the highlight masks. A piece of Kodalith Ortho Type 2 film is placed *emulsion to emulsion* with the transparency in the printing frame. For accurate working and ease of registration a Kodak register printing frame together with a Kodak matrix film punch is suggested.

Exposure is made with a Kodak adjustable safelight lamp at six feet with a bulb operating on 16 volts. If the modified Kodak darkroom lamp is used with a 75-watt bulb, then the exposure given should be multiplied by three. The exposure time of the highlight mask is generally very critical and is adjusted according to the highlight densities of each transparency.

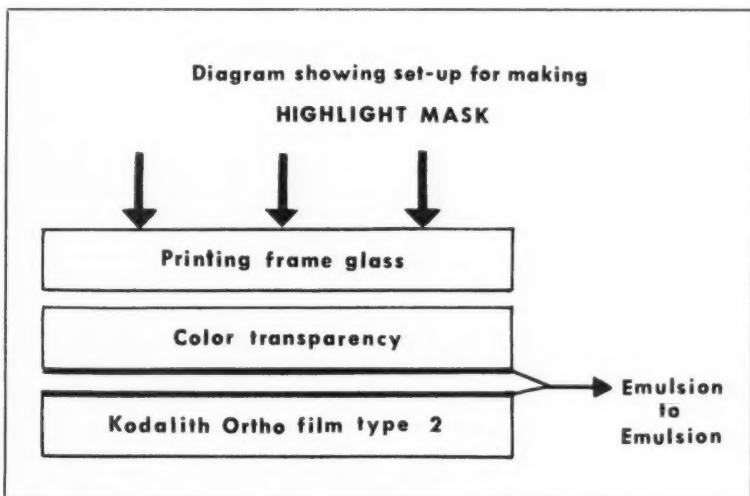
The use of a Kodak print exposure computer is also suggested to determine the correct exposure. In making the highlight mask, no filter is used but as indi-

cated above the exposure is generally very critical; a neutral density filter can be used to increase the exposure time.

In the present case we recommend a 15-second exposure with a Kodak Neutral Density Filter No. 96 (2.0). The exposed film is developed in Kodak developer DK 50 (1:2) for two minutes at 68° F. A correctly exposed and developed highlight mask for reproduction from a large size Kodachrome, Ektachrome or an Ansco-chrome transparency will usually have maximum densities between 0.30 and 0.80. The easiest method of judging a correct highlight mask is to produce a mask, the gray scale densities of which will cover the first three or four highlight gray scale steps corresponding to the color transparency.

The mask thus prepared resulted in highlight density of 0.65; four steps were visible in the gray scale and it was considered a good highlight mask.

It is necessary to point out that in the present case the use of Kodalith Ortho Film Type 2 was made for the preparation of highlight mask because our transparency did not have any red, orange, or yellow highlights. In transparencies in which highlight details consist of orange, yellow, or red colors, use of Kodalith Pan film is recommended for making the highlight masks.



# Equipment And Supply Leaders See Good '59

- First six months may see much new business from consumer, from capital equipment in second half
- More competitive economy in the air, harder to make a profit, easier to make costly mistakes

## Harris-Intertype Corp.

George S. Dively, Chairman and President

During 1958 the economy experienced the deepest, but possibly the shortest, recession of the postwar period. Continued improvement is expected throughout 1959 with the stimulus during the first half of the year coming largely from the consumer. During the latter part of the year the capital equipment recovery should provide additional impetus.

The 1958 recession, however, takes on somewhat broader significance, in my opinion, than its two postwar predecessors. In general, it marked the end of the period of war-induced shortages and the beginning of a more highly competitive economy. In the period ahead it will probably be harder to make profits and easier to make costly mistakes. The companies that will move forward will be primarily those that have geared their products and organization for a "hard-sell" future.

Looking at printing and publishing, the 1959 picture is promising. Advertising is the main source of revenue for these industries, and during 1958 total advertising outlays dipped only about 2% compared to a drop of around 10% for the over-all economy. Advertising should more than gain this back as general business bolsters its advertising and sales promotion expenditures to meet increasing competitiveness. There should be a corresponding pick-up in volume and profits for well prepared printers and publishers.

As for Harris-Intertype, the outlook appears good. New and improved products recently introduced have been well received by customers. The company's enlarged research and development program should provide further advances in 1959.

To handle a growing volume of business, Harris-Intertype Corp.'s organization structure is being built around the concept of centralized policy and staff services, and decentralized operations. This structure appears well suited to more competitive times. It retains a closeness and sensitivity to customer requirements at the operating level, and at the same time provides the over-all research, financial and management strengths that a large corporation needs.



George S. Dively

## Minnesota Mining & Mfg. Co.

E. J. Kane, Printing Products Div.

The year 1959 looks like a good one to 3M. We will be introducing three more new products to the printing industry. These are in addition to the three new products which were introduced in 1958; namely, the 3M dampening system, positive acting plates, and electrotype plate treatment.

In addition to expanding our research and production facilities, we are also budgeting for a substantial increase in the size of our sales and technical service force so that we will continue to be in a position to provide the kind of sales service this industry warrants.

## Mergenthaler Linotype Co.

J. A. Keller, President

The outlook for 1959 for our company has an unusually interesting overtone because of the Linofilm System. Production models will be installed and this will become a historical milestone in graphic arts history which we anticipate will parallel the introduction of the first production Linotype in 1886. At the same time, hot metal Linotypes will continue

to be a major tool in composing rooms. Cold type and hot metal can now become effective copartners in advancing techniques of typesetting. We anticipate that the newspaper industry will close 1958 with dramatic recovery from ad lineage drops of the midsummer and begin the new year with excellent opportunities.

The tax situation will have no bearing on capital investment plans. The biggest industry problem we face is the large number of obsolete linocasters still in use. This weakens the economic base of the entire industry. It poses a burdensome problem upon our company specifically. We become torn between a responsibility that we have voluntarily assumed to provide replacement parts of antiquated models for an extended period and the responsibility of all manufacturers to control inventory by an obsolescence policy.

We see that problem as one of educating the industry that any machine reaches *economic obsolescence* long before it actually is worn out.



J. A. Keller

## Goss Co.

Division of Miehle-Goss-Dexter, Inc.

R. C. Corlett, President

As to the outlook for 1959, we believe that shipments will exceed 1958 by from 15% to 20%. Because of our long lead time on this large equipment, the great majority of these orders has been placed. As for the 1958 volume of press shipments, in our particular company this was 10% lower than 1957 with the decrease in profit margin being slightly less. We plan no extensive expanding of facilities; to obtain greater plant efficiency we will do construction work amounting to not more than \$150,000. Concerning foreign-made equipment, the made-in-America heavy printing presses have not been threatened by those manufactured in foreign countries, but we are in a position where we satisfy European and sterling-area customers through our English plant which has recently undergone a 50% expansion, and expenditures of approximately \$3,500,000 have been made for machine tools and building.

We can see nothing in the tax situation or international state of affairs which will curtail our expenditures for new machinery. The one factor which will deter us has to do with the slow development of new automated production equipment. If this becomes available in 1959, we undoubtedly will make extensive commitments to reduce manufacturing costs.

The only industrial problem that we can see ahead is lack of capacity (manufacturing) in some of our large machine operations, and we are solving this by a planned program of subcontracting.

The activity in the heavy machinery field is mainly concentrated in the manufacture of large specially-designed magazine and rotogravure equipment. The higher speeds made possible with recent developments have apparently made it mandatory for the contract printers to buy the most efficient and fastest equipment they can to reduce the break-even point and continue profitable operations.

**Additional statements from equipment and supply leaders appear on 75-79 inclusive**



Robert C. Corlett

# OFFSET

Copy Preparation • Camera • Darkroom • Dot Etching  
Platemaking • Ink • Paper • Presswork • Chemistry

## Every Plant Needs System For Production Of Jobs

- Costs are high when there is no proper scheduling of production in plant
- To start cleanup, get yourself good cost control man and give him rein
- Here are some suggestions you can use in adjusting your own situation

By Charles W. Latham

Management alone is responsible for costs that are out of line with competition. Costs are high when there is loose control of production and when shop orders are not clear and complete. Costs are high when the sales department brings in jobs that are off-beat for the plant setup.

Costs are high when there is no proper scheduling of production in the plant. Costs may be pushed up by many conditions, but practically all of these conditions are management's responsibility.

As suggested in an earlier article, someone in management should be given the job of cost reduction or cost control. He may start his job in the highest hourly cost center in order to get immediate results. But he will have to get around to management and the start of things eventually.

The receipt of an order from a customer may be considered the start of a job. But is it? Is not the organizing of the plant to prepare it for receiving a job the real start? The fact that a plant is fully equipped with machinery and men does not mean that it is ready to produce work efficiently. There must be organization, a plan, and a system for handling jobs. This is management. There are plants that have been turning out work for years and still do not have all the elements of an efficient organization. These are the plants that suffer the most when competition becomes strong. They need an overhaul and the setting up of a system of tighter controls.

There are two ways of starting a general cleanup. One is to call in a professional and the other is the do-it-yourself method. If the latter plan is chosen, a cost control man will be chosen and given the co-operation of all other members of management. He will also be given helpful suggestions at the weekly meetings. He will read books and magazine articles on management and cost control.

Very often there are any number of areas that need attention and he may have to step on some toes to get the job done.

He will have to be a diplomat with department heads and be careful to avoid building up a resistance to the program. Top authority must help smooth the way by continually repeating the plan and the benefits at the weekly meetings.

One of the places to start is with the plant organization itself. A complete and concise organization chart is needed. This chart must designate titles and responsibilities of every executive job. Every phase of operation must be listed under someone's title. This calls for job descriptions.

Job descriptions serve two major functions. By their use each man has a clearer picture of his own job and he has a picture of everyone's job with which his is

Amalgamated Lithographers of America bought a building at 223 W. 49th St., New York City, and plans to move its international headquarters to the new location early this year. The completely air-conditioned structure is 9 stories high with room for expanding offices, facilities, and staff



Offset news on page 86

associated. He knows where his job and responsibility starts and where it ends. The organization chart has the function of making clear to each executive to whom he is responsible and just who is responsible to him.

The job description will also tell each man that he is responsible for the training and the efficiency of the men under him. It will require a lot of thought and many meetings to arrive at a good chart and proper job descriptions.

The next big job is a full and complete "Company Policy" in written form. This is something like a constitution and by-laws of a club. It defines the rules under which a company shall operate. It describes purposes of the organization. It is as complete a picture of the setup as it is possible to paint in words. One of the things that must be made clear in the policy is the type of plant this is meant to be. This is one of the most important points in the policy.

Every plant should have a specialty or a "gimmick." To be just another run-of-the-mill plant is a mistake. Like today's doctors a plant must specialize to some extent. Only the plants that are more or less geographically isolated can afford to operate as general practitioners.

A plant may specialize in one or more of many ways. It may devote most of its efforts to black and white or it may be a color house. It may set up, equipment-wise, for high volume and long runs or it may concentrate on a lot of short runs. It may set up for quality work or be a quick service plant, or it may go all out for low price. It may also specialize in specific fields such as labels, folding cartons, or bank and security work.

The point is to stay fairly closely in one's field and equip and train personnel for that field. Nothing can upset a good black and white organization as much as to throw a four-color process job into the shop once a month. It is just as bad to ask a high quality color house to do a rush bank job. And it is a deadly mistake to think that any plant can do a high quality job in a hurry at a low price.

The company policy then must outline the limits in which the organization will (Turn to page 80)

# PROMOTION FILE

By HARRY B. COFFIN

## 4 Idea Sketches

Reproduce by letterpress or offset "As Is"  
Captions are addressed to your prospects

Though you already hand or mail out keepsakes, calendars, imprinted scratch pads, letters, price lists, house organs, or other promotional material, you can supplement these with regular distribution of these "Idea Sketches" or "blueprints" for printed pieces your prospects may be able to use to advantage.

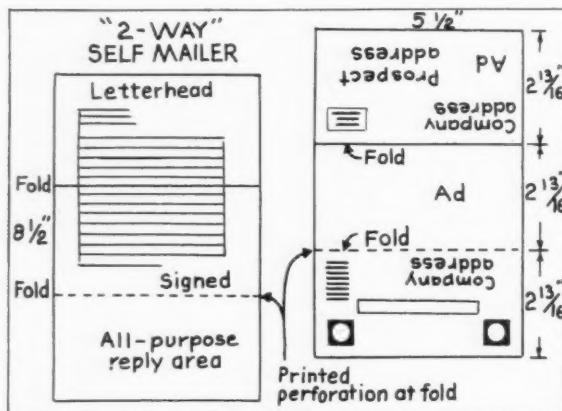
If you're not already sending out promotional material regularly, the use of

these sketches can be especially valuable to keep your name and services before your prospects!

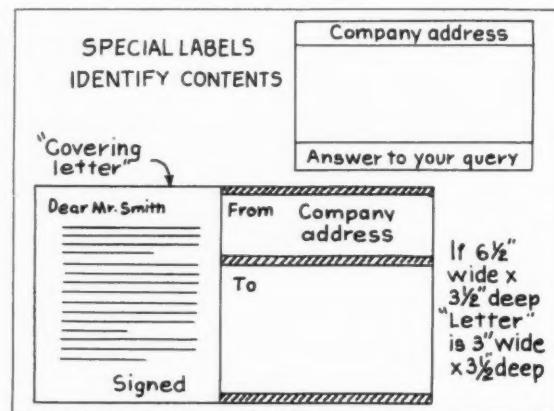
A vital element of any campaign is its *regularity*. Though your list of prospects is a good one and your material is good, you still must keep everlastingly at it. Too many mail advertisers fail to achieve *momentum*. They may send out two or three pieces and then get discouraged if big re-

sults do not quickly follow! It's as if the farmer expected a crop to mature in one month instead of the normal three. You must allow more time for your ideas to germinate!

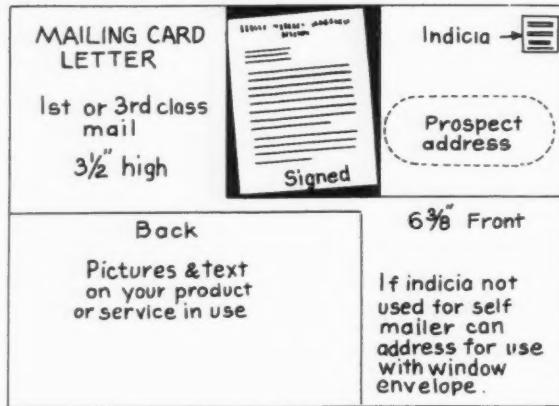
Prospects who might ignore or forget two or three isolated mailings can be trained to look forward to regular mailings which arrive promptly month after month!



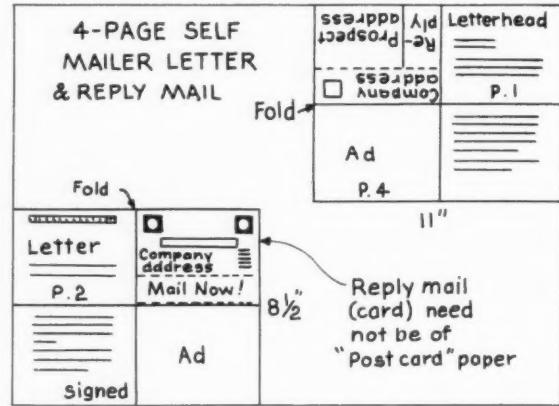
We can produce this self-mailer to combine the functions of outgoing envelope, letter, ad folder, and reply card all on one sheet. The 5 1/2x8 1/2-inch piece folds twice to 2 1/3x5 1/2 inches. Top two panels inside are for your letter with bottom panel for reply to be detached on printed perforation. If "post card bulk" paper isn't used, pay one cent extra for each returned



When you mail sales literature in answer to coupon or special query from a prospect, we can supply an attention-getting label which shows your mailing is in "Answer to Your Query." To make sure your prospect will read your covering letter, print or type it on the gummed label itself, as sketched. If form letter, no extra cost; if typed, mark "Letter enclosed." Add postage



Let us produce this single 3 1/2x6 3/8-inch card for you to hand out or mail as third class bulk. Or address and enclose it in No. 6 3/4 postage-saver window envelope. Show a facsimile company's letterhead in miniature to left of the address area for short form letter, or leave blank for typing as first class mailing card. Have pictures, text on your products, services on other side



This four-page letter and reply card serves as outgoing envelope, letter, ad folder, and reply at very low cost. We could produce it for you on standard 8 1/2x11 opaque letter paper folded once each way to 4 1/4x5 1/2 inches for self-mailing, or for enclosing in No. 5 1/2 Baronial envelope. If you use paper lighter than "post card bulk," you pay one cent extra for each returned

# 4

ways, among many, to submit "Idea Sketches"

from opposite page to your prospects, by hand or by mail.

Add copy about Your Staff, Your Plant, Your Services

Results should be worth-while if your material has a variety of meaty suggestions—practical ideas your prospects can apply to their own office and sales procedures—not shallow, or mechanically repeated appeals for their trade!

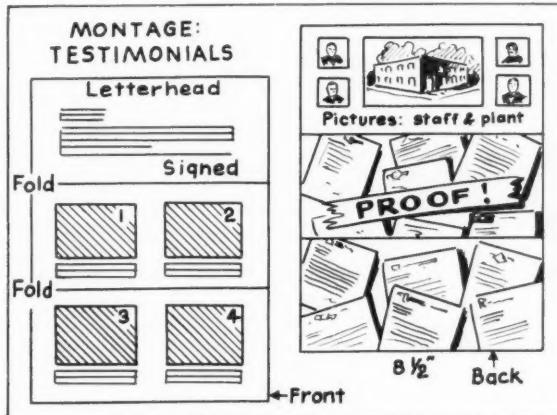
The forms sketched on the right-hand page show some of the many ways in which the "Idea Sketches" on the left page can be presented.

An average of three "Idea Sketches" used a month makes 36 you'd submit to each prospect per year. Gain extra attention by varying your own mailing vehicle from time to time. At least one of these ideas should appeal to each prospect per year, which justifies your continuing these mailings.

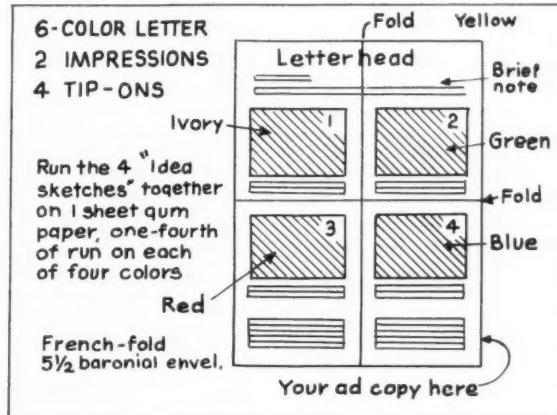
Such orders will lead to other orders not in this series, as you train each pros-

pect to come to you because of your *ideas*, and not just because of good equipment and a friendly salesman! You can revise the captions used underneath the forms sketched on the right-hand page to address them to your prospects if you wish to reproduce any of them.

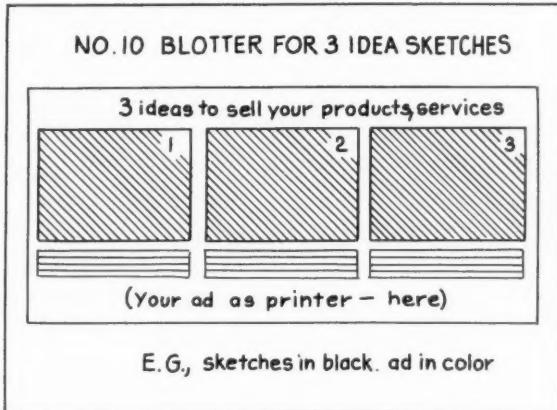
Be sure to supplement this material with copy and pictures about *your* staff, *your* equipment, and *your* services.



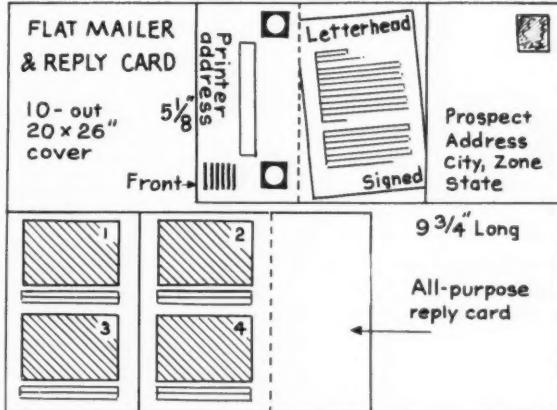
Your 8½x11-inch opaque letterhead is folded into three equal panels for mailing in No. 10 envelope. Your covering letter is on top panel. Below are the four "Idea Sketches" of the month, two on each panel. The top area on reverse side is for pictures of your staff and plant. Area below is for excerpts of letters from satisfied customers—tributes to your design and production



Color appeal is not used enough. It's not hard to discard unread a long run-of-the-mill letter in black ink on white paper. Here the four "Idea Sketches" of the month are run together in black ink on gummed stock, one fourth of the run on each of four different paper colors. Cut apart and tip four colors on fifth-color letterhead. Cost is low for high attention value



Smooth or enamel blotter stock cut to 4x9 inches to mail in No. 10 postage-saver envelope makes a practical keepsake when it keeps three "Idea Sketches" on your prospects' desks ever in front of them. Sometimes the values of a sketch are not immediately apparent but when exposed long enough to prospect, he begins to see many uses he didn't think of at first



This self-mailer card on stock of "post card bulk" has a short printed covering letter (in type or reproducing handwriting) to the left of 3½-inch wide address area. A reply card with printed perforation is at extreme left. Other side has space for four "Idea Sketches" with blank "all-purpose" reply card area so prospects can ask for dummies, prices, other information they want

# THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## Growing Trend To Revival Of Baskerville Type Faces

- Book publishers, advertising typographers top users of Baskerville
- Type founders and composing machine manufacturers expand series
- Baskerville regarded as first important break from oldstyle

One of the most insistent questions put to typographers concerns trends in type use, such as "When is such and such type going to go out of style?" Or it may be put this way, "What is the next type which is going to be popular?"

Since the conditions which govern taste are affected by so many factors, these questions are always difficult to answer. For example, most typographers gave the wide gothics a relatively short lifespan when they were revived in 1953. These types are still very much in evidence, however, as are the Clarendons which were also shrugged off by many printers a year ago.

Ever since the mid-twenties, when advertising display types began to dominate the typographic scene, traditional printers have looked fondly but generally in vain for a revival of interest in classic roman letters for display purposes. From time to time such faces have had brief flurries of popularity, but they have failed to halt the strong use of the sans serifs and square serifs.

For a time Weiss Roman seemed the classic face to do the job, and then came Bulmer, Egmont, Bernhard Modern, and others. Of course, Caslon and Bodoni were always in favor during this period, but even these perennial favorites took second place to the sans serifs.

### Baskerville Types Favored

Once again there is a slight trend toward the use of one particular type, molded in the classic roman form. This revival is still rather quiet. So far it has been noted primarily by specialists. The traditionalists are keeping their fingers crossed. The type which raises their hopes is Baskerville—not the original face cut for John Baskerville in the 1750's, but the imitation sold by the Fry and Pine Foundry in 1766, some ten years after Baskerville's press first began to produce the flow of printing which made him famous.

The craft of typefounding in England had its greatest boost from the contribu-

tions of William Caslon, a young engraver who in 1725 designed and cast the type which now bears his name. At a time when Caslon's letter was practically the standard for English printing, John Baskerville decided in 1750 to become an amateur printer. Almost 50 years of age, he took his entrance into the printer's craft most seriously. He is now remembered primarily for his type, but he made many other innovations which were farsighted for his period.

Since Baskerville had become wealthy in the manufacture of japanned paper, he could afford to indulge his whims as a printer. He therefore deliberated several

years in a study of printing presses, paper-making, ink formulation, and experiments with letter form. Finally, in 1757 he produced his first book, *The Georgics* of the poet Virgil.

The Baskerville type was rather closely related to the general form of Caslon's letter, but with somewhat greater contrast of stroke and a refinement of serif structure. It is regarded by modern typographers as the first important departure from the oldstyle form, but not quite as radical as the later 18th century faces of Didot and Bodoni. Baskerville, therefore, is a transitional form between oldstyle and what is styled the modern classification.

There are dozens of anecdotes about Baskerville as a person. His eccentricities—which were many—undoubtedly affected his associations with English printers, who remained cool to his books even when these were popular with collectors.

## PROFESSIONS mysterious nights

Baskerville (American Type Founders)

## PRINTERS WILL Make New Material

Baskerville (Monotype)

LINOTYPE faces are standard 12345  
LINOTYPE faces are standard VBCDE

Baskerville (Linotype)

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Baskerville (Intertype)

of printing. One of the greatest criticisms of his work stemmed from his experiments with paper and ink which resulted in sharp, crisp, and solid impressions. The heating of copper plates placed between printed sheets produced an almost glossy finish which sparkled when contrasted with the uninspired work of many of his competitors.

It was on the continent of Europe that Baskerville's ideas were received with the greatest degree of interest. Enthusiastic about the improvements instigated by Baskerville, Bodoni in Italy and Didot in France endeavored to learn from him his ideas. Upon the death of the Englishman in 1779 his widow was unable to sell his punches and matrices in England. Instead they were purchased by the French dramatist Beaumarchais for use in the printing of a 70-volume edition of Voltaire.

When this work was completed, some of the fonts were sold to other printers. In 1818 the daughter of the playwright sold the remainder to Pierre Didot. At some later date the Fonderie Bertrand (now Deberny and Peignot) acquired the old punches. By this time the punches were no longer in style, and their origin was forgotten until 1919 when Bruce Rogers, the great American book designer, discovered them in the Bertrand foundry and recognized them for what they were.

#### Several Versions Of Baskerville

The first important recutting of the Baskerville types was made by the Monotype firm in 1923. Linotype Baskerville was copied in facsimile from a 14-point casting of the original matrices under the direction of George W. Jones, a director of the English Linotype organization. This version appeared in 1931. The Intertype cutting followed somewhat later.

All of these copies of Baskerville are very much in evidence today. The type is one of the most popular book faces in this country and is used almost as much for every kind of commercial job. Essentially, the competing designs are quite similar, but in one respect the Linotype version may be easily recognized. The capital "T" of Linotype Baskerville has a very slightly concave top. All versions have the distinctive lower-case "g" with its lower bowl open at the left.

However, the Baskerville which is currently in favor as a display face is not one of the recuttings of the original design, but is the version which Americans call "foundry" Baskerville. In England it is known as Fry's Baskerville.

To trace the origin of this model, we must journey to the England of Baskerville's lifetime. In 1766 a medical doctor, Joseph Fry, became interested in printing. In company with William Pine he established a type foundry. The firm engaged the services of a punch cutter, Isaac Moore, who produced a type "cut after the Baskerville models."

Updike, in his great *Printing Types, Their History, Forms, and Use*, reproduces the first specimen sheet of this foundry, dated 1766. No great success was attached to this venture, owing to Baskerville's unpopularity and the continuing success of the Caslon types.

By the end of the 18th century the Caslon face was in disrepute. The Caslon foundry then introduced a type somewhat similar to the Fry copy, but by this time the innovations of Bodoni and Didot had made such headway that the oldstyles and modified oldstyles were out of fashion. Fry's foundry was purchased by the Fann Street Foundry of William Thorowgood in 1829. Later, in 1905 the present firm of Stephenson and Blake took over the Fann Street firm. The Fry type, therefore,

is the Baskerville now offered by S. & B., the most important English type foundry which began operations when William Caslon cast his first type.

In the United States the Fry Baskerville became the model for Morris Benton when in 1915 he cut the version for American Type Founders which has become known as "foundry" Baskerville to differentiate it from the other types of the same name. Under the ATF label the face had sporadic use. It appeared in the famous 1923 specimen book and again in 1941, but in the postwar edition it was missing. Its use was primarily in large sizes, as the Monotype face is available only in sizes up to 36-point.

A growing demand for foundry Baskerville prompted ATF to restock the type about two years ago. It has steadily increased in popularity. Possibly its use in the redesigned *Saturday Evening Post* has accelerated its acceptance by modern designers. A further instance of the trend is its appearance in photolettering fonts, and most currently in all of the publicity material for the new Studebaker car.

Recognition of the Fry Baskerville is centered in the serifs of the caps which are needle-sharp, and in the very strong contrast of thick and thin strokes. In lower-case the "g" is similar, but in the "e" the counter space is quite small and the stroke in the bowl of the "a" is unusually swelled at the left.

How long this resurgence of interest in the roman letter form will last is anybody's guess in the rapidly revolving world of print, but certainly all the designers who love the classic letters are hoping this rebirth is of long duration.

#### Jan van Krimpen, Dutch Designer, Dies In Haarlem At Age Of 66

Jan van Krimpen, type, book, and postage stamp designer on the staff of J. Enschedé & Sons in Haarlem, Netherlands, died in that city on Oct. 20 at the age of 66. He had been associated with the 300-year-old Enschedé printing house for 35 years. His work was known in England through the Nonesuch Press, and he designed type and books for the Limited Editions Club distributed in the United States.

Born in Gouda near Rotterdam, he learned English and calligraphy at the Academy of Art at the Hague. He first served Enschedé as a designer of postage stamps. Lutetia, the Roman name for Paris, was his first type face, which became the official lettering for a Dutch art exhibition in Paris in 1925. Romanée, Romulus, Antigone, and Spectrum are among his other types.

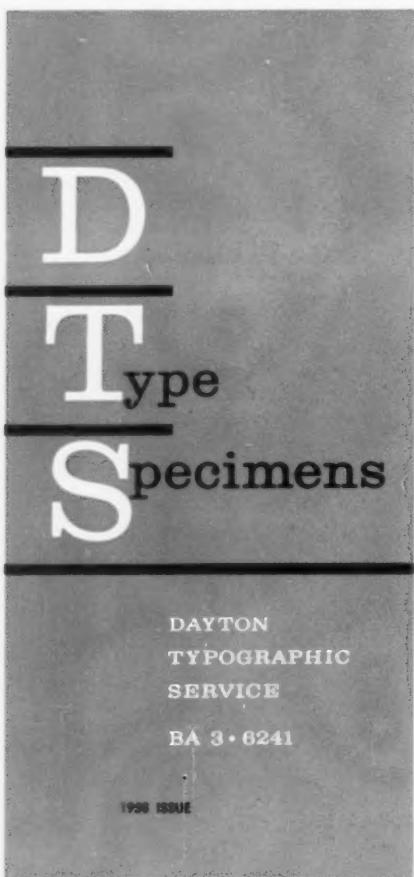
#### Ideal Roller Builds New Offices

Ideal Roller and Manufacturing Co. has added a new office building to its plant at 6069 Maywood Ave., Huntington Park, Calif. It is fully air-conditioned.

## LESSON OF MONTH FOR COMPOSITORS

● Shown below, slightly reduced, is the title page of folder sampling single lines of types in shop of one of the country's leading advertising typographers. Sound idea in planning was to stress letters D, T, and S, which, pronounced separately, designate the company's familiar local nickname. It's more graphic, easier to get off than a complete name.

For the "before and after" treatment of this column, we prefer subjects from individuals or organizations capable of top-grade



work. There is no "rubbing it in," can be no scorn. We realize accomplishment had a time limit, that the designer couldn't "second-guess," as we can.

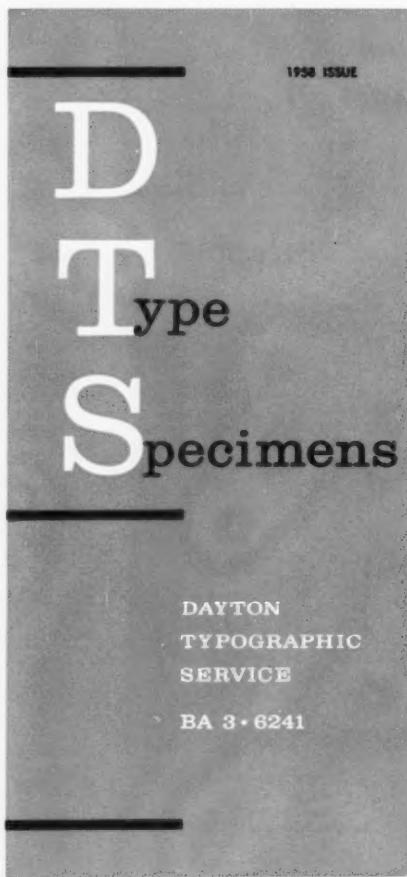
The page has punch, does a job accomplishing its objective. Balance and distribution of white space, however, are faulty. A problem was variation in length of main (title) lines. Aside, word "type" might justifiably be bigger but that wouldn't, of course, eliminate crowding along left in contrast with vast space on right side. With comparatively so much space after "specimens," which could at least crowd right-hand edge of page as initials do left, we have, in reset

## SPECIMEN REVIEW

By J. L. FRAZIER

below added space on the left, in effect moved group to right. Lateral balance is improved.

Second major step in reconstruction concerns positions of lines "Type" and "Specimens." The alignment with initials should be uniform in both and near base line of initials. We appreciate that it was felt that with identical alignment the lines would be too far apart and, with the three-line block in reverse color where it is, we would agree. There is more marginal space than necessary at top



so in our rearrangement of same elements we have added space taken off top between the groups. Since spacing is relative, we believe readers will agree that the title lines, with even more space between them, do not seem too far apart. We repeat—such things are relative. And inversely, lines which seem crowded in open display will not seem tight in composition with much white space.

We have moved date line to top-right position for better over-all balance and to minimize disproportionate white there. Very incidental shift to left of lower group to effect vertical flow line and dropping a couple of rules might well be noted in passing.

### Here Texture Makes Perfect

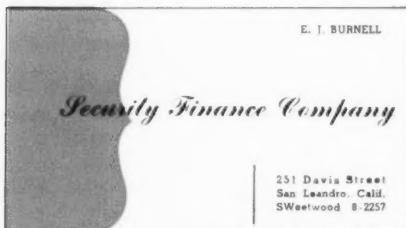
FRANK KOFRON of Minneapolis—Sitting where we are, it is a common practice to see examples of printing in which no consideration is given to the characteristics of an illustration in the selection of the type to accompany it. The urge to buy an illustrated and delicate bit of lacy lingerie may be transmitted to eyes and minds with extra-bold sans serif type. More often, we're happy to say, due consideration is given characteristics of product and technique of art. We mean, a heavy, "blocky" illustration is not accompanied by related copy set in some rounded, light-face type like the graceful and smooth Bernhard Tango, a face more layout men should become acquainted with. One may go farther than this harmony of tone and line and introduce another and more subtle relationship, texture. This not only involves highly desirable common qualities, but identical "feeling," the suggestion that picture and letters were accomplished just "by one stroke" of one artist. Art and type then "jell" perfectly. The 24x18-inch fit-for-framing sheet featuring a 20x12-inch illustration of the stained glass window which forms an entire wall of the Martin Luther library in the Lutheran Brotherhood Building of your city demonstrates the union of textures and typography as have few things we have ever seen. Lithographed in full color on heavy, rough-textured stock, the window by Conrad Pickel features places and events in the life of Martin Luther. In odd-shaped sections of the window here and there is brief lettering, supposedly by the artist, in a spiky type somewhat reminiscent of both humanistic writing and early printing. Your reputation as a top-flight professional typographer is indicated by the selection of just the right type, Goudy Mediaeval; you handled it beautifully. The face is not unlike a hybrid of roman and Old English (true gothic) of very early vintage. Your beautiful initial of like texture is further suitable because reminiscent of early church work. The point for other readers is that fine work demands relationship of elements; even in advertising it's sometimes thought unnecessary, but for such fine work a type 100 years old may be just the right one. Lines of 18-point are beautifully spaced, as are the words.

### Most Not Made Of Space

H. M. HOUSTON, Melbourne, Australia—Your book, "One Hundred Years of Service," should accomplish its purpose of commemorating the 100th anniversary of your Government Printing Office quite satisfactorily. It is neat looking and easy to read; the presswork is especially good, a most important quality because of the numerous halftones. It just happens that the book-

Items submitted for review must  
be sent flat, not rolled or folded.  
Replies cannot be made by mail

let offers an unusual opportunity to point out two errors of omission rather than commission, the underlining of which might well serve as a warning to everyone not to miss the road at the start. The general idea of the cover afforded dramatic possibilities, most of which were not realized and for one quite simple reason. Featured is a halftone illustration of the building occupying much of the page, outlined across the top and bled off the sides and bottom. Space for type above the illustration is deeper on the left side of the page (in consequence of perspective) and the title is properly located there. The two lines of the title are in 36-point Ludlow Coronet Bold. The height of the lower-case is smaller in relation to the caps in this attractive type than any we recall. Available space would accommodate any 42- or 48-point type in which the relationship of the lower-case to the caps is more typical. Your title, in two lines, is too small, not only for desirable prominence and to avoid being



Business card above by R. M. Caldwell of Color Art Press, Oakland, Calif., illustrates neat and effective way for adding design and arresting mass of color to a small form. Point of color block, green on the original, is properly in line with name of the company

overcome by the picture, but in proportion to the 6x9½-inch page. Everyone from yourself—the Government Printer—on down to apprentices, can satisfy themselves as to this proportion business by taking three sheets of 6x9-inch paper and printing identical copy on it in three sizes of type; the first should be quite small, the second possibly 72-point (depending on style), and the third a size somewhere about half way between the two. You'll find that while the first will seem too small and the second too large there's a point at which type agrees pleasingly with the page size. We appreciate wide margins as much as the next one, but they may be too wide even in all-type books. When it comes to one in which there are a number of pictures, especially pictures of groups of people and much detail, and where wide margins curtail the sizes of the pictures, we say shave the margins. Tell your comps they space words of display too far apart, an unmentioned minor fault of the cover. The need is for just enough to set words definitely apart, no more.

### Neat Ideas For Type Books

MURRAY AND GEE, Culver City, Calif.—You have done a grand job on your new hard-bound type book, and in both vital respects: (1) attractive over-all appearance to show your talent and facilities for doing top-grade printing, and (2) serviceability to make it of maximum possible usefulness. The heavy board backs of the 6½x9¾-inch volume are covered with rich blue cloth-like material which provides a beautiful contrast with the yellow over the hinge; the yellow extends a bit more than a half inch on front and back covers. The title, "Murray and Gee Type Book," is gold-stamped in a most unusual way on the front; the single line is in the characterful Mistral, 36-point size, reading upward and spotted slightly less than an inch from the top and right sides. The same line is gold-stamped over the yellow on the backbone. Yellow end leaves constitute a most satisfactory supplement. Typography is of the finest; the sectional divider leaves are on heavy-weight colored paper and are gems of smart, modern layout and typography; they are especially good since each one features one of your fine types. On the whole it is well to mention here that you prefer characterful, not too frequently seen styles, which can be depended upon to give the work you do a fresh and uncommon look. In addition to the Mistral, we see Barnum, Chisel, Hellenic Wide, Stylescript, several of the Venus weights, and others; all are excellent for occasional distinctive effects. While you seem to have more such styles proportionately, you have a fine array of the regular faces. A feature of the book which impressed us particularly, and in addition to the general all-over good appearance, is its small size for ease of handling. You did not overlook the needs of users. Pages of type are printed the long way of the leaf. That is especially important when large sizes of type are shown; users then have the same facilities for measuring and tracing as on the usual 9x12-inch page. As a matter of fact, we think you have made a real contribution to other readers. Incidental and novel features that others might adapt are the rule marked in picas, inches and divisions of each along the front edge of the inside front cover, and a copy of the familiar color card of the International Printing Ink Corp. glued to the inside of the back end leaf. We think the book is a notable one in its class; further to your credit, the presswork is excellent.

### Good Types For Job Shop Named

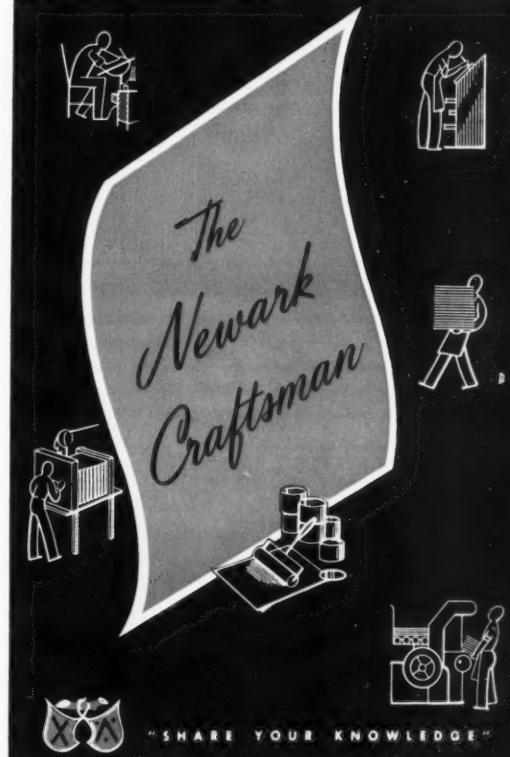
R. M. CALDWELL, Oakland, Calif.—You do a nice line of work with the Color Art Press. Progressive, of course, your company has made good types available and fortifies your fine composition with parallel presswork. While we have always felt that in ensemble fine typography will stand up under the load of inferior presswork better than fine presswork burdened with poor typography will, both are essential to an organization intent upon selling quality. And you deliver both. In your sans serif, Libra, Bank Script, and Lydian series, you are well equipped for display work. If in doing the line of work we could have but one, the type face would be Lydian, but we would miss something like Garamond, bold and light,

*e M - P i C a*

SEPTEMBER 1958



The seasonal motif continues to be the safest and, barring special circumstances, the most interesting for publication covers. Pleasant experiences and observations are brought to mind. The covers of the employees' magazine of Mack Printing Co. of Easton, Pa., usually reflect the season. Color on the 5½x7¾-inch original is a pleasing light blue hue



"SHARE YOUR KNOWLEDGE"

Once more to recommend the black cover as a powerful change of pace to grip attention, design from excellent New Jersey bulletin is shown. Color on original, changed from issue to issue, is a strong green. We suspect John A. Maryn's 22 years' service make him the veteran editor of Craftsmen bulletins

JUNE, 1958

# Craft News



BALTIMORE CLUB OF PRINTING HOUSE CRAFTSMEN

On original cover of 6x9-inch bulletin, the lower crab is in color. The order is here reversed for what we believe to be a better color distribution. Featured promotion, as one would expect, is about annual stag crab fest of Baltimore Craftsmen

## The Fleuron Press

PUGH BUILDING, CINCINNATI, OHIO

for

Contents 4th Class Mail Postmaster - This Panel may be opened for postal inspection if necessary.

Veteran readers remember Louis A. Braverman when, as a typographer in Boston, his grand work often appeared in these pages. As boss of the Fleuron Press he seems to have inspired employees with like talents and ideals. Benefits of bled border and big-size Garamond light in fairly large label are manifest

## Acorn Press for fine printing

7518 RANDOLPH STREET, FOREST PARK, ILLINOIS

The beautiful—and impressive for that reason—calligraphy of Raymond F. DaBoll distinguishes 5½x3½-inch label for John Michaels' print shop in suburban Chicago, presswork of which the top-flight letter man extols. As we study the reverse panel on original, we are impressed anew with the great variation in black inks with benefits of density and gloss of best

and possibly Bodoni. What we like best about your work, good composition established, is that jobs are not just set but designed, fortunately, to the end of off-centered forms rather than successions of centered lines. It is interesting to note that your talents in this direction are applied to business cards, which are usually given "a lick and a promise," more often than to larger forms in which size normally offers greater opportunity for interesting layout. We plan to show several examples in coming issues. Lines of several covers are not well grouped; associated with this point is faulty spacing of some lines. The Presbyterian Membership Directory cover is a case in point. Space between the upper and lower groups is much too great in relation to the space between the lines of both the title and those of the lower group. They seem very tight; this is due in large part to so much space between the title and subtitle. "Seventy-fifth Anniversary Year," forming the top group and the lower block, name of church and address. Proportion—relativity—is involved, and that implies a variation, but not too much of a variation. Leaving the first line, "1957-58," where it is—it might well be slightly lower; more space should be inserted between it and between the lines of the title; also between the subtitle and the rule below, the needed space being taken from between the title and the subtitle. This change plus putting six points more between the lines of the lower group, including the emblem above the line,

Words," is no such thing. It reminds us of the story of a woman who visited an art gallery and became so impressed with the elaborate frame around a fine painting that she ignored the beautiful art. The text, a long passage from the Scriptures, takes up a space of 15x56 picas; the wide border is formed of repeated decorative units in one color over rectangles in another and measures 42 picas across and 96 picas high, leaving scant space between the narrow column of type and the inside of the wide border framing it. This is not only all out of proportion but is all the more serious because the considerable text is set in 8-point Libra, a modern type simulating the old humanistic calligraphic writing which antedated printing. Libra is a cap alphabet with the letters shorter (as in caps and small caps) where lower-case would ordinarily be used; it should be ruled out for any considerable composition. Readability is hampered to a greater extent because the Libra is decorative beyond the point of the standard roman caps as Baskerville would be, for example. It would seem that the piece was intended as something to be looked at, not to be read. Further than all that, the "frame" doesn't fit the "painting"; the margins between the string of type are several times wider at the top and bottom than along the sides. We realize that there are places, particularly in display advertising, where massing white space in a spot or two to emphasize display may be quite a virtue. When such margins must be very narrow one way,

## Nothing So Expensive as an Unread Ad

J. M. BUNDSCO, Inc., Advertising Typographers

290 NORTH WABASH AVENUE • PHONE RANDOLPH 6-7292 • CHICAGO 1, ILLINOIS



Its founder a pioneer in fine advertising typography, the house of Bundschu, Chicago, continues one of the most honored and efficient in the field. Astute management fears not the cries of dilettantes that visual presentation dates its occasional blotters, as 30 years of identical layout, set in Cooper Oldstyle, will attest. Bundschu is practical, realizes the impact of repeated "identical" impressions. He might well fear changing style could mean some issues being overlooked. He also realizes using a type willy-nilly because it's fresh from the foundry could be nonsense. Also, variety—in this case amid types too commonly seen—gets attention and interest by contrast. Whoever over the years has originated or even just dug up so many powerful, succinct top lines as have featured units of the consistent series has kept his eye on the ball—and how! Top line of blotter is convincing

first would reduce the inordinate space in the middle of the design which makes the page seem like two things. There shouldn't be a lot of open space in part of a form when other parts are crowded or even seem to be. The type on the Baptist Union Annual Reports—all lines flush-left—is spotted too far to the left, making the page overbalanced.

### Type Is Top Consideration

MIKE P. SHULEM, Los Angeles—It is always possible for one like you—young, with little experience in the craft and possibly untutored in the laws of sound design and probably not bound by traditional practices—to turn up something quite original. However, the 14x20-inch broadside, "The Ten

as on your piece, they should not be wide the other way. Disparity becomes too great. In such cases even margins are recommended. The title in three lines of Libra, display size, is placed in quite a wide margin to the left of the panel much below the center of the sheet. The lines are set flush-right, which is all right, although the effect of the last line as the longest is not pleasing. Worse still, the title is measurably farther from the panel than from the left side of the sheet. Proximity denotes a relationship, and you disregarded this; unity is lacking with the title so far to the left. We would prefer the solid panels in back of the border units of the "frame" in light green or blue rather than in your dull yellow because the title is in red.

## Big Gothic Wood Type Hangs On

MARTINSVILLE (Ind.) DAILY REPORTER—The collection of window cards—sizes 14x22 and 11x14 inches, out of standard 22x28-inch heavy board—reminds us of early years at the craft in Lawrence, Kan. What we did with such jobs and what you and doubtless many others are doing is pretty much the same. The same 2- and 3-inch and larger wood type—block or gothic style—is used for major display lines; with objectives the same, display just naturally must be similar—then and now. Small cities able to support daily newspapers, such as Lawrence and Martinsville, have frequent local events—musicals, home talent shows, church bazaars, and such—that require advertising. The favored and most logical medium is the card of the kind you submit designed for windows of stores and offices along "Main Street." With the run seldom more than a couple of hundred, and with proceeds usually going to some worthy cause via church or service club, the benefit of special art, design, and lettering is impossible and especially uneconomic. With all of the developments in metal types, the advent of photolettering, and the extensive use of silk screen, for which there is not sufficient market in these smaller cities, why do you use the same big gothic wood type we used at Lawrence years ago? Admittedly, the kind of work is extensively employed as far as number of orders is concerned. What deters the makers of wood type in modernizing design is the matter of short runs and the high cost of such type in comparison with the printer's money volume: wood type is all but immune to wear. We hazard a further observation; namely, that the store window card might be the last bulwark, if there is to be one, of letterpress. There is an old but still sound rule expressed by the phrase, "all display is no display." As many persons know, the copy for such work is of a nature requiring frequent changes in emphasis and the cards must be read at a distance. Even the least important copy must be in comparatively large type. The limitations of a magazine advertisement can not apply; at best there is a suggestion of over-display. You make the best of this with your well-graded and orderly display and distribution of white space. The only fault of any consequence is some of the type combinations, notably the hair-line Ultra Bodoni used for minor copy when top display is in the thick gothic wood type. One of these is "East" and the other "West," and they don't meet at all graciously. The answer is to use with that block-style wood type either sans serif or a roman like Bookman which is quite monotone but provides sufficient contrast. The most pleasing card is that for the "Leadership Training Course" in which the top display, smaller than on the others, is in Bodoni Bold as big as it comes in metal. There's interest in the emphasis of the vertical in two-column makeup, one column wide and the other narrow. Usually, lines on such cards are centered throughout, a commonplace practice. The portraits of the lecturers in halftones grouped along the right side should all face the same way, and to the left inside and not outside. Is this because the plates, which are quite good, were made on your electronic engraving machine the same size as the original?



OFFICE SERVICE COMPANY



823 Battleground Ave.  
Greensboro, North Carolina  
Phone 5-8491

*Tucker Printing  
Company*

TELEPHONE 42688 • FINEST IN PRINTING FOR OVER FIFTY YEARS  
NEW PHILADELPHIA, OHIO



Plumbing & Heating Engineering Services, Incorporated

Atwater 1-1668 2832 EL CAJON BOULEVARD SAN DIEGO 4 CALIFORNIA

*Acorn Press* for fine printing

7518 RANDOLPH STREET, FOREST PARK, ILLINOIS / FOREST 6-4664



*The Fleuron Press*

400 PIKE STREET, CINCINNATI, OHIO • TELEPHONE, MAIN 0158

s t m

SMITH • TARAPATA • MAC MAHON, INCORPORATED • ARCHITECTS

Striking, graphic symbolization of rotary press features first of widely varied letterheads in group above. Color is red. On the Tucker original it is rich yellow, at least suggestive of gold. Atlas Lithograph Co. of San Diego, Calif., turned out the third. Some bits within open panels of the cut faded in reduction, but the drop of water in the first vertical row and the jet of flame in the second, the former in gray and latter in red, held up. Of course, "plumbing" and "heating" are respectively represented, and how! The fourth and fifth designs should be compared with labels of some companies on preceding page. There is additional copy not shown at the bottom of the STM design, as was true of others. Letterhead was cited by Gilbert Paper Co.; second color on original was red.

# TEXAS HEADS

*John Watson*

LANDSCAPE ILLUMINATION

2517 CARLISLE • DALLAS 4, TEXAS • RIVERSIDE 2-5243

*Dallas Mews City*

QUALITY FACE BRICK: Red, Beige, Gray, Pink, Buff, Black • GAS AND COAL FIRED • ANNUAL CAPACITY 32,000,000

## Adams Clay Products Company

BRICKMAKERS  
Since 1898

MARTINSVILLE, INDIANA



Largest Wholesale Pie Baker in the Rocky Mountain Area

2800 WALNUT STREET  
TELEPHONE TABC 8-4248  
DENVER 8, COLORADO

## ELECTRONIC NETWORK, INC.

Master TV Antenna and Closed Circuit Camera Systems  
Audio Specialists — Sound — Intercommunication — Electronic Services



1435 MARKET ST.  
DENVER 2, COLORADO  
TABC 5-1248

R. L. McMAHON

Manufacturers Representative

POST OFFICE BOX 2544 • DENVER 1, COLORADO

TELEPHONE 3 OFFICE HARRISON 4-6528  
7 RESIDENCE WEST 5-6904

Generally characterizing the letterheads reproduced above, their fresh unconventionality and power seem to be their prime qualities. Some, chained to tradition and fallacious belief that the prime quality of stationery should be dignity, would question our rating them high as we do. The publicity-minded will rise to our defense. Why shouldn't name and product on a letterhead be indelibly impressed? Total effect of top design by Commercial Printing & Litho Co. of Dallas is softened from our reproduction by the use of green-tinted gray. Most conventional layout in group is represented by second heading which, even so, isn't centered. By job printing department of the Martinsville (Ind.) Reporter, the letterhead's tonal strength, but not display, is weakened by second color, a light yellow-brown, gold-like. All three following designs are by Frederic Pannebaker, Denver, who shuns formality as he would the mumps, nearly always with telling effect. Color on original of pie company is a light yellow-brown hue which is not pleasing to us. Shown next is about as conventional a design as Pannebaker can do; colors are deep blue and light gray, blue-tones. Second color on the last is printed in a deep blue-purple

nal and could not be reversed? Having one of these engraving machines in a city no larger than Martinsville shows you are as progressive "as they come" and bent upon giving your city of less than 10,000 population the best paper of its class.

### Letterheads Strike Fresh Note

FREDERIC M. PANNEBAKER, Denver, Colo.

—The letterheads you do and their matched envelopes circumvent the commonplace as much as and as consistently as any we see. Quite a few are in line for showing here. Since some of them will require red as a second color that will not do for others, these must be shown in different issues, and we don't know which will appear first. Inasmuch as good points are worth repeating (else why "matched stationery?"), we'll relate significant features of two or three of the more outstanding designs which we think will impress all readers. Originality, meaning the shunning of static centered lines in the layout, represents your No. 1 qualification as an expert. Another quality might well be tabbed "pep," that achieved both by your characteristic informal layouts and big, striking contrasts in type sizes. The letterhead of *Rocky Mountain Medical Journal* most effectively exemplifies both considerations. The name, in four lines of 36-point condensed block type in upper- and lowercase and printed in red, appears near the upper-right corner of the sheet. The narrow group is not of centered lines or lines set flush left or right. No line is centered over another; extensions to one side or the other of the lines are not great, thus preserving the narrow width of the group. The moderate "action" suggested arrests the attention as no more formal layout could. The usual supplementary letterhead copy—address, etc., appears in four lines of comparatively small type to the left of and nearly in line with the two final lines of the major display group. There is a third group of eight lines of still smaller type below the main group (name) and of about the same width. The lines of these two blocks, printed in black, are staggered in conformity with those of the main display. The space taken up on the right side is not wasted because the customary short opening lines of any letter are type flush left with the letter proper and counterbalance this third group. The idea of using space on the right of the design, which would be blank in consequence, seems decidedly worth consideration, especially when a short listing of officers is included with the copy. Other readers hard put to get a goodly amount of color in a letterhead design could be helped out of the hole by following the example of your design for Component Service Co. on which the initials C, B, and S, decidedly oversize, are printed in yellow strong enough to get a colorful effect and stamp the probably familiar three letters indelibly on viewers' minds but not in such a strong manner as to disturb tone balance. On another heading, 11 strips of 6-point rule, seven picas long and spaced six points apart extending from the top of the sheet and set in about an inch from the left side, are printed alternately in gray and black; the outer rules of the panel are in gray. Below and lined up, the word "Ideas" is blind-embossed in half-inch letters; the block of other copy in type

truly a distinctive  
typesetting service  
for over 40 years



## CHAPTER ONE

# Book

PLANNING & DESIGNING

**W**HETHER the need is a privately printed pamphlet or a text book, here you will find the right kind of help. Here also, is a wealth of type faces to capture just the needed atmosphere. Print from the type, use repro proofs, electronic or plastic prints. If you have the particular copy, give us the copy. We will handle all the detail. CECIL H. WRIGHTSON, INC., 74 India Street, Boston 10, Mass. Telephone HANcock 6-1150. Type faces here are all-slug set Caledonia with Legend for display.

.1 \*

Reminiscent of early bookmaking before printing, the Legend type used for display imparts the perfect feeling to the first 5½x4-inch card reproduced above. For form with text, the original color is medium green and for picture, heading and initial it is "brassy." From the progressive typographic house of Cecil H. Wrightson.

starts at the bottom corner of the "S" of the embossed word; these lines are in black. We're glad to have some one keeping alive the memory of one of the best quality devices—embossing, blind or otherwise.

### Is "Hippo" Good Name For Type?

JACK MATHIS, Chicago—Once, years ago, some printer or typographer issued a series of small mailing cards, each titled "Type Faces Are Like Men's Faces." As we recall, he did a marvelous job, one bound to get attention of any purchaser of printing or typography. The samples of Bookman were accompanied by a picture of a workman in overalls and that of Bodoni by one in a dress suit with some reference, usually cute and pointed, to banking or the stock exchange. And, now, here you come calling attention to the facilities of your client, Service Typographers of Chicago, with six letter-size circulars similarly slanted but likening types to animals. Yours is a far more elaborate and impressive job, the six pieces printed together

in seven colors for bi-weekly distribution. The illustrations of the animals featured—giraffe, kangaroo, llama, hippo, orangutan and ostrich—are particularly characterful ones and are just about as big as the sheet permits. Typography is worked in in spots not required for the picture—at the side of the giraffe's long neck for example. It is not amiss to say that both type and pictures are as big as the sheet allows, all to the good. The artist has a distinctive style which is of interest in itself. The first display on each circular is "What, a New Type Face?" Following, in very much larger type, the beast of the particular circular is named; this line is printed in red in all but the one headed "Hippo," for which a natural deep gray is used. The type for the animals' names has more or less suggestive significance. For the hippo it is in an extra bold sans serif, heavy as the beast; for the giraffe, as might be expected, the type is a tall, thin sans serif caps and lower-case. The keynote of the text in each circular is to the end that while

no types are named for animals, such as "Hippo Extra-bold," they might well be; this brief description has both the common cute reference to naming of types and a word or two designed to pull orders, slipped over before the reader knows it. The briefest one reads, "Mr. Hippo (bellowing in picture) is a little mad because there isn't exactly a type face named for him, but if and when there is, you'll find it in our complete series of type faces. See us on your next job." That's all except for the signature lines with the trademark on the left at the bottom. We should mention that, with all of the prices of similar general appearance, highly distinctive and colorful, it's certain that after the first of the series has made its appearance the others will be eagerly anticipated. At the left side of the envelope for each circular the copy, "What, a New Type Face?" appears along with the picture and name of the particular animal in colors as it does on the circular. Who is going to put off opening such an envelope?

son, Boston, we're safe to credit boss man, Frank Lightbown, who at our distance appears one of few so prolific with ideas he doesn't flinch at getting out one such mailing a week. Equally appropriate second card (at right) is printed in a medium gray and soft violet (decorators) on white. Lightbown eschews black ink like poison

## Church Printing

Nearly every printing plant does work for some church or other. Much of it unfortunately, is outmoded both stylewise and typographically. Why not suggest that such work be redesigned more in keeping with the tempo of the day? It's a proven fact, good printing is a force for building strength in the church. Our Planning Dept. welcomes the opportunity to assist in design.

Cecil H. Wrightson, Inc.

74 INDIA STREET, BOSTON 10, MASS. • TELEPHONE HANCOCK 6-1150



truly a distinctive typesetting  
service for over forty years

The first world seminar on typographic design, "The Art and Science of Typography," was held in Silvermine, Connecticut, under the direction of the Type Directors Club of New York. This unique and outstanding exhibition of American and international typographic design is on display in the lobby of the Mile High Center Building, 17th and Broadway, Denver, starting Thursday, October 30, through November 6, 1958. Hours: 8:00 a.m. to 6:00 p.m. Mile High Center lobby closed on Sunday, November 2. We are indeed grateful to share the efforts of this seminar and hope you will be pleased.

YOU ARE INVITED

THE ART

AND

SCIENCE

OF

TYPOGRAPHY

# xhibition

sponsored by Denver Typographic Composition Association:

Ernie Brane Typecrafter

George Ferguson, Typographer

Hoflund-Schmidt Typographic Service

Kisher Linotype Company

E. S. Peterson Typesetting Company

Type Service Company

Striking ultra-modern obverse side of mailing card is from shop of advertising typographers Hoflund-Schmidt, Denver. The 8½x5¾-inch original is in a single color, a deep brick red. Because our color must be too weak for the type, and printing in black would lessen the effect, we have taken liberty to break up and print the form in black and our second not-too-suitable color

talent  
in  
type

Odd type and stacked lines are quite justified on ultra-modern striking folder title by firm of Paul McCain, Typographer, Houston. No member of the anti-cap cult, we endorse all-lower-case composition here. Caps would obtrude. Original yellow is just the right color

# THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

## How To Face Dilemma Of When Not To Follow Copy

- Established readers have more freedom to make corrections than novices
- Proofreader must be flexible in complying with author and catching errors
- Avoid too many queries and unnecessary corrections which are costly

In a recent issue of *First to Final*,\* the excellent publication of the Proofreaders Club of New York, Frank Freudenthal offers valuable advice to the conscientious proofreader who is under pressure to follow copy even when it is wrong.

"Such a reader," Mr. Freudenthal maintains, "will find that at certain times, in order to retain his intellectual integrity, he simply will have to live dangerously—make the change and take a chance of incurring the wrath of the foreman."

This is an approach with which this department heartily concurs. The proofreader's job is to find and correct mistakes. If he is forced to ignore certain mistakes simply because they originate in the manuscript, he is bound to suffer some demoralization and an inevitable decline in the quality of his reading. Pride in one's work is essential to craftsmanship.

### Use Judgment: Avoid Pickiness

However, in this area, as in all others, the proofreader must exercise judgment. He must be careful not to provide ammunition to those whose initial tendency is to discourage him from paying attention to anything other than straightforward typographical errors. Although any independence may at first bring forth the accusation that he is too fussy, he must be sure that such criticism is not legitimate.

For example, no proofreader can afford to be a "comma-pusher." Punctuation is to a large extent a matter of individual preference, and the proofreader must not suggest changes only because some rule appears to have been violated. On the other hand he should query bad punctuation which affects the meaning of a sentence.

Inconsistent styling is often a thorny problem. It is the function of neither the

printer nor the proofreader to compensate completely for inadequate copy editing. If a proofreader sees that in a particular job there is little uniformity in capitalization and in the formation of compounds and abbreviations, he may be wise to restrict himself to querying inconsistencies which appear relatively close to one another. Or, a general note citing a few examples may serve the purpose.

Conversely, if it is apparent that a manuscript has been carefully styled, it is the proofreader's responsibility to help carry out the copy editor's intentions. Let us say that the editor has marked a hyphen in the word *wave-length* throughout the manuscript. The proofreader should not pass an occasional *wavelength* or *wave length* just because the copy editor happened to overlook all such faults which cannot be corrected by resetting one or, at the most, two lines.

### Some Copy Must Not Be Changed

There are, of course, some types of material which must be reproduced verbatim. Foremost among these are transcripts of legislative and legal proceedings—discussions at professional meetings, for example—occasionally must also be faithful copies of the original typescript. The proofreader can often determine the best approach by noting whether the manuscript has received any editorial treatment other than typographic styling. If no editorial corrections have been made, it is likely that no deviations from copy are permitted.

Most quoted material should be reproduced exactly as it appears in copy. However, the proofreader should remember that the typist who copied the quotation might have made mistakes. Therefore, errors which seem uncharacteristic of the quotation should be queried.

One can understand why a proofreader who has to struggle for the right to do a conscientious job sometimes begins to feel that he is fighting a rear-guard action against mediocre and shoddy workmanship. Unfortunately, such an attitude is difficult to conceal from one's superiors and co-workers, who are then even less likely to subscribe to the proofreader's aims. Although I do not think that a



\**First to Final* is published by the Proofreaders Club of New York, 62 W. 14th St., New York 11. It is a six-page quarterly containing much information of value and interest to editors and proofreaders. An annual subscription is \$1.

proofreader in such a situation must necessarily adopt the Dale Carnegie approach. I do believe that he should be cognizant of the economic pressures which foster the "follow-copy" viewpoint.

To be specific, there is no general agreement as to whether the correction of a misspelled word which was wrong in copy should be charged for as an author's or printer's error. The printer's proofreader who makes such corrections without encircling them, thus failing to indicate that the mistakes originated in copy, is actually deciding that his employer should bear the cost of resetting.

The proofreader may have neglected to ring the author's errors simply because he had been instructed to follow copy and wished to avoid provoking an argument. However, his mild deception is bound to be discovered eventually, and it is likely that his freedom to make such corrections will be limited even more severely. He would be better advised to insist on his right to make such corrections unless the

customer clearly states that he wants no changes in copy under any circumstances.

The proofreader can always help his cause by evidencing concern for the cost of corrections. If there is more than one way to correct an author's mistake, he should always choose the one that requires the least resetting.

Similarly, a query or a change on a point of style or punctuation may be quite in order in material which has to be reset for other reasons, whereas the same query in a paragraph which is otherwise clean may be regarded as overly fussy.

In essence, the proofreader who has not yet won the right to do his best work must exhibit some flexibility. At the beginning he may have to restrict himself to queries and changes against copy which involve only serious or obvious errors.

Little by little, he can expand the limits of his responsibility until he reaches a high level of work which would have been totally unacceptable if he had tried to achieve it all at once.

ume realized was excessive. The company was spending a disproportionate amount for this total. The higher the volume climbed, the more it tended to lag behind a ratio for the net because the unit cost was so heavy.

Costing of sales showed that the solution for this plant was not necessarily to cut down on the sales force, and certainly not to keep changing it which only added to swollen costs, but to cut the expenses of selling.

A plant employed 16 salesmen. Of this force four men had been with the plant for over 20 years and accounted for close to half the gross volume; seven had been with the company at least five years and accounted for a quarter the volume, and the remaining nine men, averaging from a few months to five years employment, were continually being turned over, and accounted for only another quarter of the total volume.

The problem: How to stabilize and get more volume from the frequently revolving nine men? The accounts had been switched and it had not helped. Sales promotion had been tried and it had been only mildly effective. Sales training had taken place and it had gone awry.

The sales consultant found that this plant skirted a problem instead of tackling it head-on. The company had a core of four salesmen. These men controlled and consistently maintained the most profitable accounts. These accounts preempted the plant. The seven additional men showed some promise of likewise developing maximum profitable accounts; hence they and their accounts received attention second only to the attention given to the business brought in by the four original salesmen.

But plant equipment and scheduling were such that the nine tail-end men always found themselves fluctuating at the periphery of volume. They operated in a sort of limbo of activity. They seldom could quote big volume and price because of the way the plant was always preempted by the old-timers. These men were, in fact, circumscribed out of competition by their own employer!

More examples might be given but the foregoing should make the point. No! Discovering and then remedying what ails a printer sales-wise is seldom a simple matter. The printer might think that his trouble lies with his sales; but he could be wrong. Even if the printer is right the exact reason sales are failing is not always clear, even to the expert. There may be dozens of reasons, not all or any of them necessarily due to omissions or incompetence of the salesmen.

Of course, a consultant can founder, too; but there is less risk when a pair of fresh eyes and reflexes, trained in observing and reacting, get into a situation. We have the records; consultants earn their keep and pay off.

## SALESMEN'S CLINIC

By Irving Sherman\*

### Sales Consultant Can Be Valuable Asset

Printers have asked me, "Isn't engaging a sales consultant a luxury?" My answer is, "When you're sick—or sometimes when you're not sick and want to stay healthy—calling in the doctor does not represent a luxury." Here is an example:

A printer was showing a decreasing net over a long period of years. Interestingly enough, his volume had gone up as had his total accounts. Obviously, something was inadequate about his sales. But what? Was he too competitive and were his sales costing too much? Perhaps his customers were too widely scattered and the costs of contact and of shipping were too high. Many other flaws in sales occurred to the printer but he could not put his finger on the exact spot so he called a consultant.

The consultant found that while the printer's sales department could stand improvement, this was not where the trouble

lay. It was discovered that the trouble lay in the overcapitalization of the printer. His fixed assets in plants and equipment were too high; his current debt, incurred in acquiring these assets, was far out of proportion to tangible net worth. In his anxiety to gobble up all the business he could the printer had expanded too fast; even maximum sales were inadequate to carry a topheavy load of charges.

It was not the sales department he had to worry about but the extra building and equipment weighing him down.

Here is another case: A large plant showed a low net one year. The president concluded that the sales force was to blame and changes were made. The following quarter the net still had not improved and the outlook remained cheerless. An attempt was made to extend sales promotion and to deepen sales training; it did some good but not too much. It was realized that help was needed.

The consultant found nothing radically wrong with the sales force as such; but he did find that the cost of sales for the vol-

\*Mr. Sherman has had much experience as editor of several trade publications. He has also sold printing. His questions and answers are based on problems he has actually handled.

# THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## Money Going For Research Is Current Trend For 1959

- Industry must cut costs, increase productivity, improve quality to survive
- Rotary principle applied to presses frees them from former limitations
- Investment in modern equipment more economical than repairing presses

The printing industry today is spending more money than ever before on research leading to the development of new materials, techniques, and new machines which will cut the cost of production and improve the output per man-hour. A recent survey made by the McGraw-Hill Publishing Co. reveals that industry must increase its productivity, cut costs, and improve its products to survive in our highly complex economy. The research being supported by the printing industry is carried on to help solve the problem.

The bulk of capital investment in letterpress printing has been in terms of press units. It has been estimated that much of our industrial plant is now outmoded. Approximately 50% of our present capacity was installed before World War II. The constant usage that this equipment has received, particularly in view of the increased productivity demanded of our industry, has undoubtedly had an adverse effect on the productive capacity of these older units. Use has definitely made them obsolete.

### Various Time-Savers Tried

The older the press, the greater the number of machine deficiencies. The old accepted technique of replacing worn out parts of presses with new parts creates the problem of compensating for the mechanical differences between the new parts of the press and the old ones.

This is what leads to the pressroom bugaboo—the time spent on readying the press for production (premakeready and makeready.) This leads us to pose the question: "What advantage is gained by keeping capital investment costs down if it leads to increased cost per production unit?"

Printing manufacturers faced with the increased competition of the postwar years and the greater demand for productivity have attempted many solutions to meet the demand of the times. Those plants specializing in letterpress have add-

ed one or more shifts to the regular work force, believing that this increased usage would solve their problems.

Other plants have added different processes in the hope of increasing over-all productivity. This second method did not in any way improve the letterpress situation. Furthermore, management soon found itself involved in problems related to these processes—shortage of skilled help, technical difficulties, and the unit cost of production offered little improvement over that found in letterpress. In addition, those customers who desired the qualities obtainable by letterpress were not satisfied with substitutes.

The battle cry has been to find techniques and methods to increase production without substantially raising costs. This has resulted in improvements in paper, inks, plates, makeready techniques,

composition, rollers, etc. However, these improvements have been applied to existing press equipment.

The press is a marvel of engineering efficiency. It is a piece of machinery that is built to operate under basic physical and mathematical principles. The fundamental fact is that these presses are limited in their maximum production capacity by their gear ratios and the composition of materials built into them. In other words, it is the principle on which the press is built which limits its ultimate capacity, and this has not changed fundamentally since Gutenberg built his first press.

The first new break-through was the application of the rotary principle to presswork construction. General application of this principle to presses used for commercial printing was delayed because of the high cost of plates needed for this type of equipment. While sheet and web-fed rotaries were developed for newspaper and magazine printing, it was the long runs involved in this type of work which mitigated the plate expense.

The past ten years have marked an era of very profound chemical technological change. This chemical revolution has produced major changes in the industrial life of the United States. It has had significant effect on our industry. The developments in chemistry have led to the improvement in the quality of work of processes other than letterpress; but letterpress, not requiring improvement in quality, turned to chemistry for new materials.

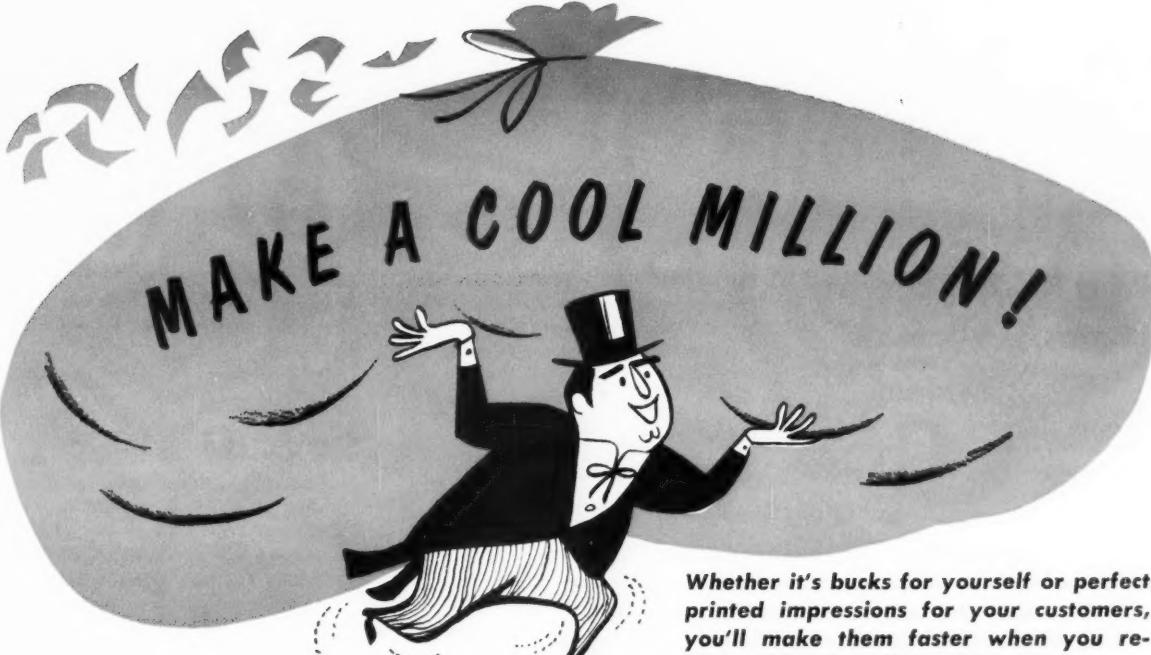
### Low Cost Plates Developed

This led to experimentation of new materials for low cost plates which could quickly and easily be produced. These new plates had stability and clarity of reproduction, were inexpensive to manufacture, and were light in weight.

The development of such plates made feasible the long-delayed engineering of rotary presses for commercial small-run printing. At the present time leading press manufacturers have produced experimental models of such presses. In fact, some of these are being marketed already.

In the past the printing industry has been noted for its inordinate slowness in  
(Turn to page 89)





*Whether it's bucks for yourself or perfect printed impressions for your customers, you'll make them faster when you replace old-style rollers with new*

## **IDEAL ACE CRAYTONE** PRECISION-INKING ROLLERS FOR JOB AND SMALL HIGH-SPEED PRESSES

Replace old-style rollers with ACE GRAYTONES on your small high speed presses. Run at full capacity . . . hour after hour. These amazing GRAYTONE rollers won't melt . . . EVER! Made, inside and out, from non-meltable soft synthetic rubber, cured at 307°F., they end trouble stops for cooling, and that super headache, MELTING . . . forever!

You'll turn out 5 to 6 thousand MORE perfect impressions every day, save the cost of your ACE Graytone Rollers the first week. THEN get three to four more seasons of the same fine performance . . . all on the profit side.

*Make that Mythical Million Real...  
Order ACE GRAYTONE Rollers NOW...*

And that's not all! Remember . . . no cooling time in summer. No warm-up time in winter. You can start your presses when you unlock in the morning! Save on clean-up, too! That smooth gray surface is fast to wash . . . shows when it is CLEAN . . . AND shows when ink is properly distributed for perfect printing impressions!

	EACH		EACH
<input type="checkbox"/> 8x12 C & P (Gordon) Ace Graytone Rollers	<b>\$4.25</b>	<input type="checkbox"/> 12x18 Kluge Ace Graytone Rollers . . .	<b>\$5.90</b>
<input type="checkbox"/> 10x15 C & P (Gordon) Ace Graytone Rollers	<b>4.90</b>	<input type="checkbox"/> Michie Vertical® (plain core) Forms & Distributors 2" dia. . .	<b>7.25</b>
<input type="checkbox"/> 12x18 C & P (Gordon) Ace Graytone Rollers	<b>5.50</b>	<input type="checkbox"/> Small Forms (on late models) 1½" dia. . .	<b>7.25</b>
<input type="checkbox"/> 10x15 Craftman Ace Graytone Rollers . . .	<b>5.50</b>	<input type="checkbox"/> Heidelberg 10x15 Forms	
<input type="checkbox"/> 12x18 Craftman Ace Graytone Rollers . . .	<b>5.90</b>	<input type="checkbox"/> S Cores . . . . .	<b>7.75</b>
<input type="checkbox"/> 10x15 Kluge Ace Graytone Rollers . . .	<b>5.50</b>	<input type="checkbox"/> K Cores . . . . .	<b>7.75</b>

\*Grooved for Oiling Boxes

**IDEAL ROLLER & MANUFACTURING CO.**

2512 W. 24th St. 21-24 Thirty-ninth Avenue 6069-6073 Maywood Ave. 5238 Peachtree Road, NE  
Chicago 8, Ill. Long Island City 1, N.Y. Huntington Park, Cal. Chamblee, Ga.

**WHAT'S  
NEW?**

## **IN EQUIPMENT AND SUPPLIES**

### **Paper Finishing Machine Inspects, Sheets, Stacks**

A paper finishing machine that the producer claims will in one continuous operation inspect the web for lumps or voids, sheet it to size, stack good sheets smoothly and evenly ready for packaging and shipping, and direct defective sheets into a reject pile has been developed by the Dexter Co., division of Miehle-Goss-Dexter, Inc., in co-operation with the S. D. Warren Co. and the Champion International Paper Co.

The machine includes an unwind stand with automatic tension control rolls, inspection station, reel-type cutter, and lay-boys. Roll sizes may range from 32 to 82 inches in width and to 42 inches in diameter. The web may be sheeted in lengths ranging from 36 to 80 inches.

*For information:* Dexter Co., Pearl River, N.Y.

#### **Gelb Ruling Carriage**

The Jos. Gelb Co. has developed its Synchro-Set ruling carriage which accommodates all marking tools when used with the Gelb line-up and register tables. The

carriage rides on a precision-machined, stainless steel ruling track of the straight edges. According to the producer, a tension control eliminates waving marks, and no tool adjustments are necessary.

The Gelb fine-line inker is gear-driven, with an offset transfer type of construction. This, according to the manufacturer, produces a fine unbroken line.

Five tools available include two scrib- ing needles with ruling widths of .003 inch and .010 inch with dual cutting edges; a self-inking ball point pen inker which is pre-set, screw-in replaceable type in red or blue colors, and the self-inking adjustable parallel ruling pen fed by capillary tube to avoid constant refilling.

*For information:* Jos. Gelb Co., 52 Arlington St., Newark 2, N.J.

#### **Business Announcement Cards**

Old Colony Envelope Co. has introduced its Business Pak, a single-unit containing 104 plain or paneled business announcement cards with 100 matching envelopes, in five sizes—4, 5, 5 $\frac{1}{2}$ , 5 $\frac{3}{4}$ , Baronial, and Gladstone. Business Paks come ten to a carton.

*For information:* Old Colony Envelope Co., Westfield, Mass.

### **Trade Gothic Extended And Bold Extended**

Linotype's Trade Gothic family has a new member. Trade Gothic Extended is described as "the first full-bodied American Gothic available for machine composition." Light and bold weights in 14-point are on the market and smaller sizes down to 7-point are coming later.

The new face is available with two sets of figures, one regular extended, the other slightly condensed. Bold is duplexed with the light; both alphabet lengths are identical. It is possible to change from light to bold or vice versa without space variation. Bold letter forms have the weight

Trade Gothic Extended and bold type faces are available for machine composition from Mergenthaler

14Δ676 Trade Gothic Extended

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

↓ CHOICE ↓      ↓ CHOICE ↓

1234 5678 1234 5678

14Δ676 Trade Gothic Bold Extended

ABCDEFGHIJKLMNPQRSTUVWXYZ

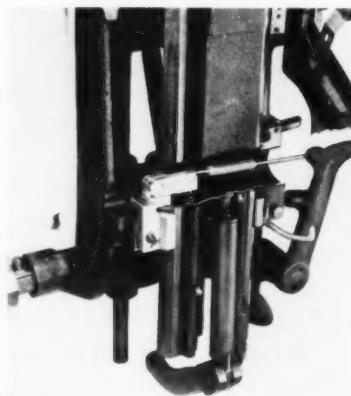
abcdefghijklmnopqrstuvwxyz

necessary for within-the-text emphasis, or for side heads. Other Trade Gothic forms offered are regular condensed and extra condensed.

*For information:* Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5.

### **Star Parts Slug Jogger**

A slug jogger which can be attached to Linotype and Intertype machines, with the exception of machines equipped with Mohr Saws, has been developed by Star Parts, Inc. The slug jogger moves each slug a uniform distance to the left in the galley. It is actuated by the first elevator slide instead of the justification lever. Ac-



Slug jogger attaches to Linotype, Intertype units

cording to Star Parts, this eliminates one of the principal causes of slug pile-ups in the galley.

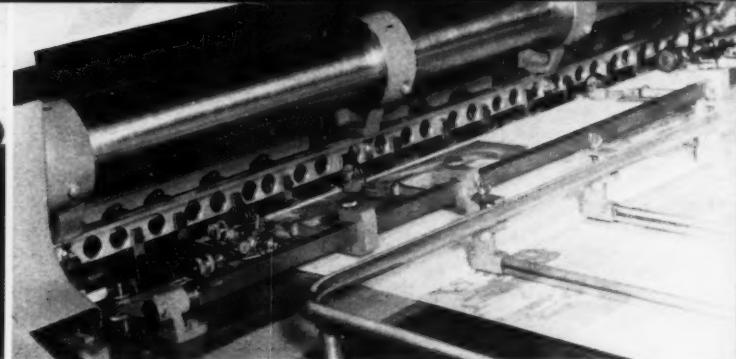
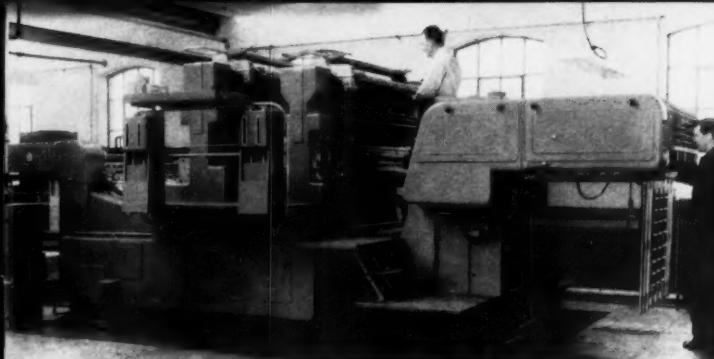
As a safety feature, an overthrow spring prevents damage to the jogger or to the machine should any interference occur which would prevent the slug movement. In the event of such interference, the safety spring expands allowing the machine to complete a normal cycle.

*For information:* Star Parts, Inc., 2 S. Main St., South Hackensack, N.J.

#### **Offset Correcting Fluid**

ARC Litho Specialties Co. has developed a correcting fluid and tusche for presensitized plates. The producer recommends the fluid for filling in open spots in solids on presensitized plates. Packed in 6-ounce bottles, the products are sold in sets containing one bottle of correcting fluid and one bottle of correcting tusche.

*For information:* ARC Litho Specialties Co., P.O. Box 666, Freeport, N.Y.



American Type Founders Chief 250 2-color offset press takes sheets up to 36 $\frac{1}{4}$  x 50 inches. Register system shown at right permits quality work at high speeds

## ATF Offers New Line Of Two-Color Offset Presses

A new line of high-speed, two-color offset presses—the Chief 238, 250, and 255 are now available from American Type Founders Co.

The Chief 238 will take a maximum sheet of 25 $\frac{1}{2}$  x 38 inches at speeds up to 7,500 per hour. Maximum sheet size for the Chief 250 is 36 $\frac{1}{4}$  x 50 inches, with speeds up to 6,500 an hour. The Chief 255 takes a 38 x 55-inch sheet up to 6,000 an hour.

Presses in the new two-color line are constructed with cylinders in "V" forma-

tion. This, according to the producer, makes the presses more compact yet fully accessible. ATF claims a single set of grippers on one impression cylinder eliminates register errors.

According to the manufacturer, a completely modern register system enables first class work at top speeds. The sheet is registered while over-layed which allows twice the customary register time. The head-stops can be adjusted while the press is running to vary the gripper margin or correct the lay of the sheet for register as required. Sheet slow-down allows the sheet to arrive at the main head-stops at a much reduced speed so that it does not buckle or bruise. When guides are adjusted, the check fingers are kept auto-

matically in the same relationship so that no individual attention is necessary.

For information: The American Type Founders Co., Inc., 200 Elmira Ave., Elizabeth, N.J.

## Table-Top Halftone Dot Detector By nuArc Co.

A table-top halftone dot detector which operates on a new principle of halftone viewing has been introduced by nuArc. According to the producer, whether the examiner is studying a positive or a negative with the viewer, an immediate decision can be made as to whether to proceed and make the plate or not. The equipment is available in two sizes: 24x18x7 inches; or 10x8x4 inches.

For information: nuArc Co., Inc., 824 S. Western Ave., Chicago 12.

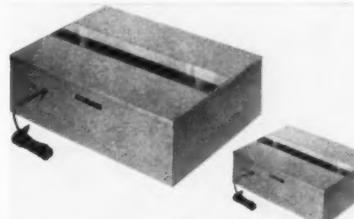


Table-top halftone dot detector in two sizes

## Wipe-On Aluminum Plates

Premcote Wipe-on aluminum plates, reported to combine the speed of pre-sensitized plates and the economy of grained plates, has been developed by Premier Graining Co. According to the producer, no whirling or special equipment is needed, and scrubbing, silvering counter-etch, pre-etch, lacquering, and final etch are also eliminated. It is also claimed the plate minimizes halations.

For information: The Premier Graining Co., Inc., 2440 S. Prairie, Chicago 16.

## Dross Drum Dumper

The Imperial Type Metal Co. has announced development of a dross drum dumper which eliminates the dust usually present when dross is dumped into the drum from the remelt pot.

For information: Imperial Type Metal Co., 1800 S. 54th Ave., Chicago 50.

## Small Flexographic Press

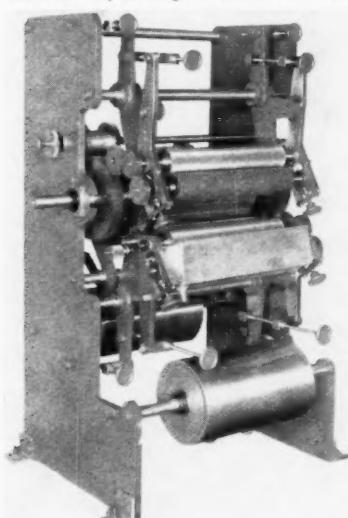
A small-size flexographic press that has a repeat range of 8 to 16 inches is now being produced by Paper Converting Machine Co.

The new press, Model 2637, prints two colors against a single impression cylinder at speeds of 500 to 600 feet per minute. It has running circumferential and side register controls and progressive adjustments.

According to the producer, anti-friction construction assures free running whether used separately or in line with other equipment.

For information: Paper Converting Machine Co., Green Bay, Wis.

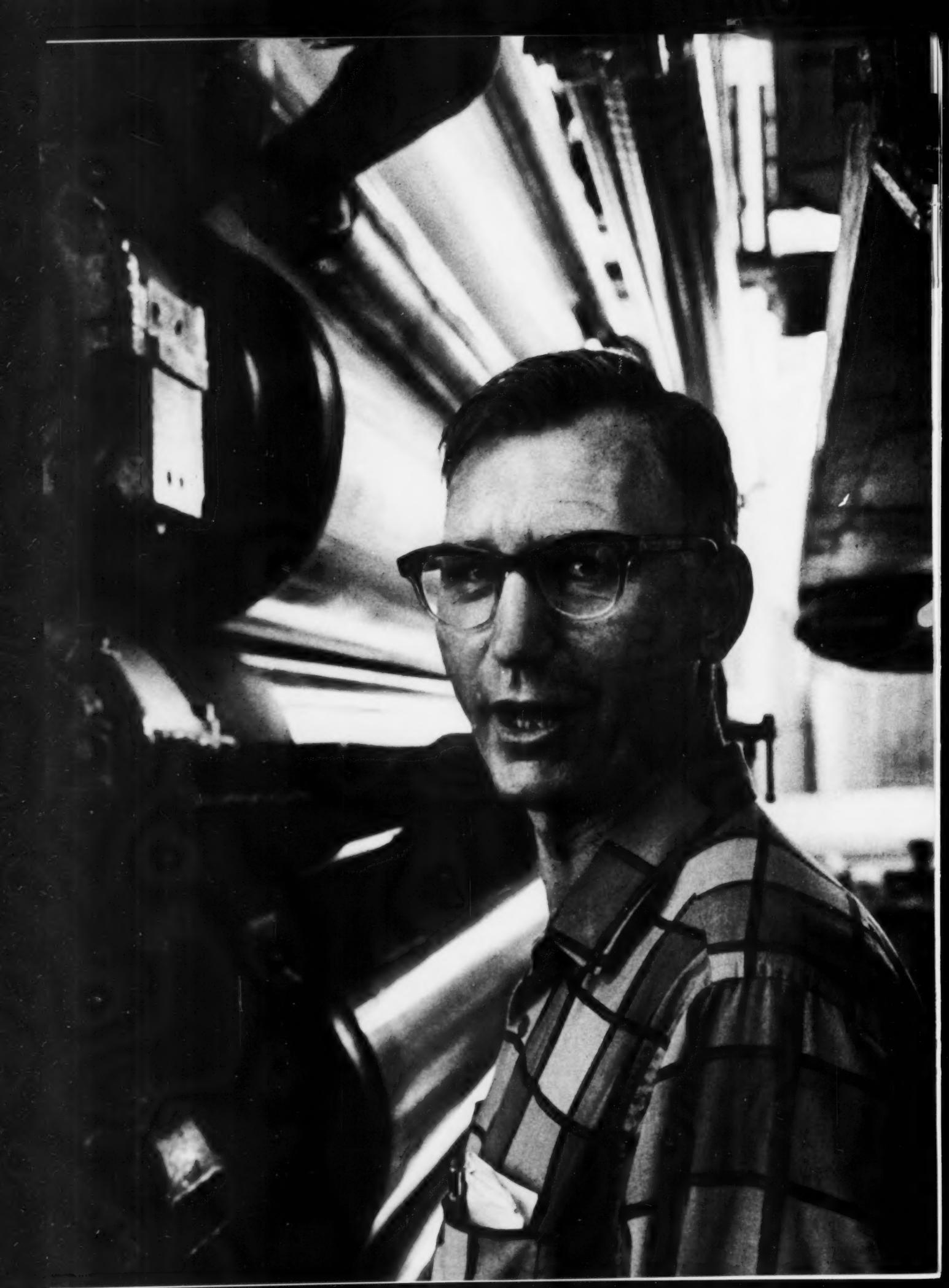
Press has a repeat range of from 8 to 16 inches



## Adjustable Cutter Center Bearing

An adjustable third or center bearing on the knife bar eliminating bowed or concave cuts is now standard equipment on Lawson Pacemaker cutters. In combination with adjustable gibs at both ends, it is claimed to compensate for wear occurring in the knife bar bearing. A metal pad is set into the clamp body. The pad is located opposite a bearing surface in the center of the knife bar.

For information: Lawson Co., division of Miehle-Goss-Dexter, Inc., Pearl River, N.Y.





◀ Bud H. Lyle, supervisor of coating, St. Francisville, Louisiana.

DESIGN TOP X-AIRFLO  
BROWN BREWERS

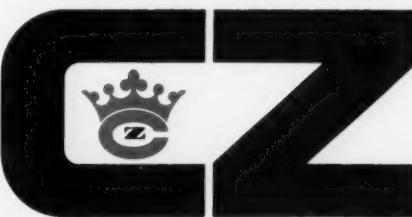
## SMOOTH OPERATOR

Bud H. Lyle is a printer at heart, or he wouldn't be so elated over his job. Bud is a Crown Zellerbach coating specialist, in charge of double-coating operations at the new paper mill in St. Francisville, La., where printing paper history is now in the making.

At St. Francisville, on the longest, widest and fastest paper machine of its kind in the country, Bud will supervise the coating of a revolutionary new paper to be both *roll coated* and *trailing-blade coated* on the machine in one continuous operation.

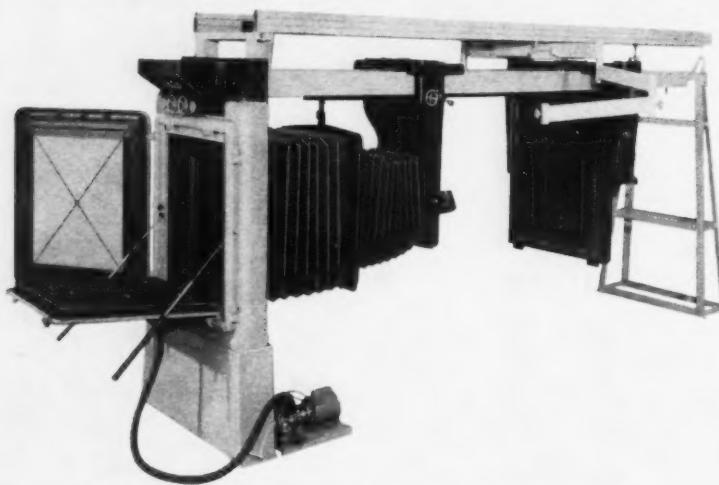
Bud knows as much about the importance of a smooth impression as anyone in the Printing Industry. That's why he's properly proud of his part in this Crown Zellerbach paper-making breakthrough. He knows it will bring Printers premium quality printing papers, with an extraordinarily level/smooth surface at non-premium prices. To be available early in 1959.

CROWN  
ZELLERBACH  
PRINTING  
PAPERS



36 South Wabash Avenue • Chicago 3, Illinois

# Robertson 830 Overhead Camera



Robertson General Purpose Overhead Camera holds film from 4x5 to 26x32 inches, and up to 34x44

Now available from Robertson Photomechanix is a new series of overhead cameras. Designated as the 830 General Purpose Overhead, the new camera has been designed for the user whose needs are slightly less exacting than those requiring Robertson's Tri-Color series.

Features of the new camera include an all cast-metal copyboard, front case and rear case structures, and precision jig and

fixture machining. The bi-rail track is precision planed and ground and employs center guide construction. Attachments and accessories are provided and the camera may be had with either manual or precision screw drive focusing.

The vacuum film holder will hold film from 4x5 inches to 26x32 inches in standard and nonstandard sizes. Copy up to 34x44 inches can be accommodated in a spring-loaded, glass-covered copyboard.

For information: Robertson Photomechanix Inc., 7440 W. Lawrence Ave., Chicago 31.

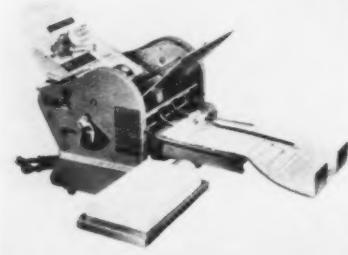
## Challenge Fold-Master

What is reported to be a small folder that will automatically feed, fold and deliver sheets up to 9x14 inches at up to 7,200 pieces per hour has been introduced by Challenge Machinery Co. The units are available in two models: a standard unit for continuous folding operations and a light-duty folder for intermittent folding needs.

Features claimed for the machine are: ease of setup and running even for inexperienced operators, position friction feed and heavy-duty construction. A single lever sets the machine to feed any thickness from 12- to 100-pound stock and up to five stapled sheets.

For information: Challenge Machinery Co., Grand Haven, Mich.

Challenge Fold-Master will take 9x14-inch sheets



The press was made to accommodate both sheet materials and completed multiple vacuum-formed sheets and will cut multiple-blister or skin-package cards of drawn depths up to 12 inches. The manufacturer reports unlimited heights can be obtained for special applications.

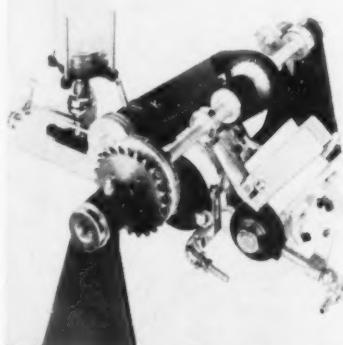
For information: Tronomatic Machine Manufacturing Corp., 1881 Park Ave., New York 35.

## Cheshire Rotary Head For Applying Cut Labels

Cheshire Inc. has announced production of its R4700 interchangeable rotary head for applying cut labels. The device is designed to fit all Cheshire labeling machines. It can replace the roll or tape strip head on these units. In the event the units are to be used exclusively for cut labels, the head can be supplied in lieu of roll or tape strip heads.

According to the manufacturer, the head will apply cut or individual labels from  $\frac{1}{8} \times 2$  inches to  $3\frac{1}{2} \times 5$  inches to practically any class of printed material. Labels may be unglued or cut from gummed stock.

For information: Cheshire Inc., 1644 N. Honore St., Chicago 22.



Rotary head applies cut labels to  $3\frac{1}{2} \times 5$  inches

## Reverse Ludlow Mats

A complete font of 48-point reverse type for casting on a Ludlow machine is available from Service Engravers.

For information: Service Engravers, 692 Broadway, New York 12.

## Hi-Fi Packing Gauge

An instrument for checking the packing setup of any offset press or to measure the undercut of press cylinders and the depth of blanket smashes so that the proper thickness of patches may be used has been introduced by the Gardiner Tool & Die Shop. The producer claims the mechanism does not leave dents in the thinnest presensitized plate.

For information: Gardiner Tool & Die Shop, Rome, N.Y.

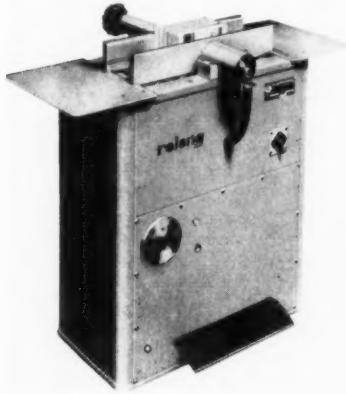
## Two Swiss-Made Bindery Machines Now Available

Didde-Glaser Inc., has been named sole importer and distributor for the Swiss-made Bufalo sewingless binder and the Rolong hydraulic back-pressing machine. As a unit, the two machines make a high production combination for the small or medium-sized bindery, according to the distributor.

The importer claims the binder to be a high speed, semi-automatic machine for flexible, threadless binding for book back work up to 13 $\frac{1}{4}$  inches in length and in blocks of approximately 2,000 pages each. Since the machine mills from .039 to .078 inch off the backs of sections and books, guillotine cutting is unnecessary.

The Rolong is automatic and hydraulically controlled. One foot pedal operates all hydraulic controls. Books are

**Back presser comes complete with dust exhauster**

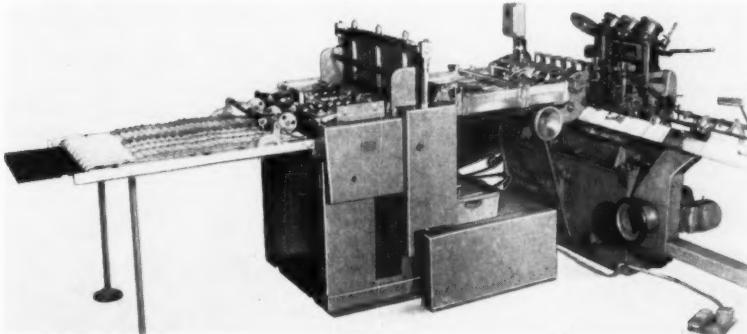


## Gross Automated Front Trimming Machine

An automated machine designed for pamphlet bindery front trimming operations on all types of pamphlet work has been developed by William Gross & Son, Inc.

Embodying in its operation the Christensen Gang Stitcher, the Front Trimmer wire stitching operation is done at the same time as the machine trims in one

**Gross Front Trimmer is designed for attachment to the Christensen Gang Stitcher for pamphlet work**



**Bufalo binder is high-speed, automatic machine**

stacked four inches in height and are held back down in an adjustable clamping device. According to the distributor, when correct clamping pressure is reached, a second hydraulic movement presses 11 vulcanized rubber rollers against the book backs. Transmitted hydraulically, an oscillating motion rubs the covers firmly on the books under constant and controlled pressure.

*For information: Didde-Glaser Inc., 50 Hi-way and W. 12th St., Emporia, Kan.*

## Water Temperature Control Valve

An automatic water jacket temperature control valve that the manufacturer claims will maintain a uniform temperature of photo processing solutions within 1/10 of 1 degree has been developed by Stouffer Graphic Arts Equipment Co. This control consists of a thermostat, two electrically-

operated valves (one for the hot water line and one for the cold water line), strainers, discharge tube with jet nozzle, and necessary fittings.

The producer reports that in operation the control valve automatically introduces hot or cold water intermittently into the water jacket. The jet is designed to cause turbulence and completely mix the water periodically.

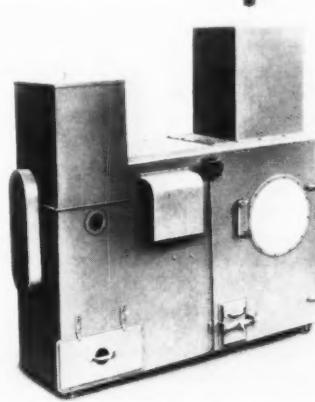
*For information: Stouffer Graphic Arts Equipment Co., 311 N. Niles Ave., South Bend 17, Ind.*

## Bronze Cleaning Machine

Henry P. Korn, agent for the Dreissig Co., West Germany, has announced development of the Dreissig BR bronze cleaning and sifting machine built to take 50 pounds of bronze powder and sift.

According to the distributor, after the bronze powder has been poured into the machine, the powder is moved by means of motors against sieves which are continuously cleaned by rotating brushes.

*For information: Henry P. Korn, 5 Beekman St., New York 38.*



**Dreissig BR bronze cleaning and sifting machine**

## Synthetic Chamois

Chamie-Tex, a material that has the texture of natural chamois suitable for cleaning type and plates, is being imported from West Germany by Milwaukee Dustless Brush Co. Made of nitrile rubber and nylon, the distributor claims that Chamie-Tex may be used with any cleaning solution.

*For information: Milwaukee Dustless Brush Co., 530 N. 22nd Street, Milwaukee 3.*

## Binding Vehicle For Ink

A binding vehicle for printing ink has been developed by B. F. Goodrich Industrial Products Co. Known as Adhesive A-916-B, it is described as a rubber-like substance that can't resist a strange molecular impulse to bond nearly any surface to itself or to another.

*For information: B. F. Goodrich, Akron, Ohio.*

# THE SPECIALTY PRINTER

## Portland Printer Specializes In Horticultural Color

- Sweeney, Krist & Dimm has just completed largest horticultural book
- *Garden Plants In Color* has 236 8½x11 pages, was produced by offset
- Over 435 full color reproductions printed one side on Kromekote

What is believed to be the largest and costliest horticultural book ever published—*Garden Plants In Color*—has recently been printed by Sweeney, Krist & Dimm, nationally-known horticultural printers and lithographers at Portland, Ore.

Sweeney, Krist & Dimm, which has been doing commercial and horticultural printing for customers all over the United States, Canada, and Europe for most of its 46 years, spent three years in the preparation and production of the offset work, published at a cost of approximately \$250,000. The book retails for \$42.50. The first press run consisted of 10,000 copies of which more than 1,500 were sold in advance of publication.

Sweeney, Krist & Dimm began distribution of their prize project early in November. Dodd, Mead & Co., New York publishing house, is handling sale of the book to libraries and bookstores. Sweeney, Krist & Dimm is selling directly to horticultural and allied industrial markets.

*Garden Plants In Color* weighs six pounds, has 236 pages, and measures 8½x11 inches. Stock for the 438 full-color reproductions is 50-pound cover-weight white Kromekote, coated on one side. The 438 reproductions, each accompanied by a clear, concise description, are printed only on one side of the paper. The reverse is blank. The 100 pages of "how-to-do-it" text are printed in 10- and 12-point type, and are well illustrated with drawings. The text is in black and the illustrations are highlighted in green.

The most formidable task in preparing for the printing of the forms was the selection of pictures. This work was spread out over a period of more than two years, and was personally handled by Walter R. Dimm, partner in Sweeney, Krist & Dimm, who could be called the "father" of the book.

Mr. Dimm, besides having 38 years of horticultural printing experience, is a member of the American Association of Nurserymen, and has an extensive ac-

quaintance among the foremost authorities on horticulture in the nation.

Henry J. Krist, president of Sweeney, Krist & Dimm, an expert in color printing and lithography, was in charge of production.

Although a number of horticultural experts assisted Mr. Dimm in choosing what color pictures should be reproduced in the volume, it was up to him to make the final decisions.

About one-fourth of the full reproductions in *Garden Plants In Color* came

from the large library of copper engravings which the printing firm accumulated through the years. Three-fourths of the reproductions are from Ektachrome transparencies—color photographs taken by horticultural photographers who in some instances had to wait long periods to capture the featured quality of flower or shrub.

The presswork on the book was completed in three months. Each form was printed in one continuous run and with the same pressman assigned to the run to insure uniformity of color quality.

Sweeney, Krist & Dimm has in stock many sales aids in color such as picture tags for camellias or rhododendrons, bedding plants tags, and color prints for flowering bulbs.



These two partners in Portland, Ore., publishing firm of Sweeney, Krist and Dimm personally supervised a three-year job of producing the new garden book, *Garden Plants in Color*. Checking the first copies of the book are Walter R. Dimm (l.) and Henry J. Krist. Mr. Dimm is an expert horticulturist

Walter R. Dimm (l.), nationally-known printer and horticulturist, who is general sales-manager of the horticulture division of Sweeney, Krist and Dimm, the book publisher, and Dr. Richard White, executive vice-president of the American Association of Nurserymen, carefully check each page of the book, *Garden Plants in Color*, before going to press at Portland, Ore. Book has national distribution



# '59 To Be Good Business Year, Equipment And Supply Leaders Say

Statements from equipment and supply leaders began on page 52

## Goodyear Tire & Rubber Co.

E. R. Coate, Manager Printers' Supplies  
Sales Industrial Products Div.

In my opinion 1959 will be considerably better than 1958 due to the fact that during the year 1958 there were several parts of the country wherein the graphic arts industry was extremely slow. Many presses sat idle due to lack of business during the slight recession we experienced in the earlier part of the year, but the expanding automobile industry and the expanding steel industry, both of which affect the economy of the whole country to a great extent, are planning a bigger and better 1959. This will mean that there will be more printing of all types; that is, not only in the offset field, but in form work as well. It will also mean more advertising and more newspaper releases; in general, all phases should be on the up trend.

However, our 1958 volume is actually running slightly ahead of 1957. Our bookings of new orders are showing a healthy increase and, as you know, bookings also reflect sales.

We at Goodyear believe that the future holds a great deal for us. Even though the industry volume was off in some lines, we in turn are looking to the future and have spent a considerable amount of money this year in anticipation of the increases and upswing in 1959.

Frankly, I do not believe that the tax situation or the national and international state of affairs will curtail expenditures, as we have always tried to keep an open mind and always try to look ahead. This year looks very promising, and we look to the future with tremendous enthusiasm.

## Nashua Corp.

James R. Carter, President

Despite a slow start in the early months of 1958, our flexible packaging business shows an approximate gain of 2% in value of shipments over 1957. In looking to 1959 opportunities, I share in the general optimism apparent in our economy. However, continued growth within the \$14-billion packaging market presents challenges.

Competition will be keen and the maximum utilization of existing plants and equipment will be primary over facilities expansion.

We think the consumer will respond to, and our packaging customers expect, higher standards of printing, coating, and fab-



E. R. Coate

ricating to meet the needs of the marketplace.

Communications, I feel, should be a key word in 1959. Improving our channels of communication among the equipment and supply source, packaging material converter, packager, and consumer will facilitate a more coherent, effective, and profitable merchandising program.

## Printing Machinery Co.

Lee Augustine, President

We are looking forward to 1959. Our business for the last half of 1958 indicated an improvement. We believe like many others that the graphic arts industry and particularly letterpress is entering an era of important changes. It is going to be necessary for both printers and equipment manufacturers to be alert to those changes. I think American printing machinery manufacturers will be faced with more foreign competition. We are looking forward to 1959 as a year of improved business conditions and growth for our company.



Lee Augustine

## Robertson Photo-Mechanix Inc.

Leonard S. Florsheim Jr., President

We consider that 1959 will be a considerably better year than the year 1958. Monthly shipment



L. S. Florsheim, Jr.

figures are already bearing out this decided trend. The dollar volume in 1958 was less than in 1957, in line with the general economic trend of less capital goods being sold during 1958 than in the previous year. This company has al-

ready expanded its productive facilities by approximately 50% in 1958 to meet what we consider will be the increased demand for photo-mechanical and allied products. We have added a couple of items manufactured in Europe to our line which will be sold in 1959.

We believe that the added tax relief given in the amendment to the Internal Revenue Code on faster write-off of machinery will make it more desirable to add to our equipment here. It will also react to the benefit of capital goods manufacturers, such as ourselves, in helping to sell equipment.

## Nekoosa-Edwards Paper Co.

John E. Alexander, President

Nekoosa-Edwards expects the general level of business activity to gradually improve during 1959. Since a substantial segment of our business, which is principally the production of fine papers, is geared to a large extent to the general business economy, we are looking forward to improved conditions as far as our company is concerned. We are not unmindful of the fact that the paper industry has expanded considerably during the last two years. However, we believe that by aggressively merchandising our quality papers we will be able to maintain and improve our position within the industry. We are faced with the continuing rise in our costs which at this time cannot be recovered through increased selling prices. We are striving to effect all of the economies that we possibly can, yet this continual squeeze on our profit structure must be relieved if we are to expand and improve our products.



John E. Alexander

At present we do not have any major acquisition or expansion programs in mind other than the one which we embarked on two years ago, due for completion in 1960 or 1961. However, we are continuing to focus our attention on improving areas of operation that will contribute towards improved product and continued growth of our company.

## Challenge Machinery Co.

J. Wesley Lee, President and General Manager

Although the anticipated business upturn in the last quarter of 1958 did not come up to expectations, we look forward



J. Wesley Lee

to the coming year with optimism. If industry as a whole can be spared the crippling strikes which marred the past few months, our over-all economy will be greatly improved, with added buying power for the public. This will result in

increased advertising, the backbone of the printing and publishing industry, and will necessitate additional and better graphic arts equipment. It will be our job to supply it. Improved techniques, better production methods, and stronger sales effort will highlight the coming year. Competi-

tion will be keen, especially from foreign manufacturers, so alert, progressive management will be needed more than ever before if we are to meet the challenge.

More than \$100,000 has been invested by the Challenge Machinery Co. in new equipment during the past year, greatly improving our manufacturing facilities, and enabling us to be of better service.

While we look for little if any tax relief in 1959, we begin the new year with confidence and high hopes.

#### Hammond Machinery Builders

Lee Hammond, President

The recession we have been passing through has been substantially brought about by a decrease in capital investment on the part of industry. This situation cannot go on much longer because it means stagnation of productivity and also an increase of production costs. All of us face continual cost increases and the only way to at least partially overcome them is by installing more productive equipment. Undoubtedly 1959 will see increased capital investment in better equipment. This will probably be the final step in ending the recession. The new depreciation regulations which permit a considerable portion of a new piece of equipment to be written off in the first year could prove very helpful to all concerned. These regulations and their benefits are worth looking into, particularly by those running small and medium-size plants.



Lee Hammond

#### United States Envelope Co.

A. F. Duval, Vice-President in Charge of Sales

The United States Envelope Co. looks forward to an increased volume of sales if general business conditions continue to

improve as they have recently. The envelope industry expects to have increased its dollar volume in 1959 over 1957. But generally profits will not have increased due to keen competition and greater labor costs without price increases. Our company will complete a 53,000-square-foot building in February that will tie in with our present Atlanta division plant in Doraville, Ga. This expansion will enable us to better serve the increased demands of customers in the South. New equipment, of our design, and the best of domestic and foreign manufacture, is to be added as needed.



A. F. Duval

#### Beckett Paper Co.

Guy H. Beckett, President

We are glad to contribute to your symposium by stating that we are definitely on the bullish side in respect to the outlook for sales of fine paper in the year ahead. We base this largely on our own experience and outlook. Our sales volume for 1958 will show an increase over 1957, and we anticipate a substantial increase in 1959. As evidence of our sincerity in this optimistic belief, we are pleased to inform you that a third paper machine will start operation in our mill during the coming year.



Guy H. Beckett

#### Kimberly-Clark Corp.

John R. Kimberly, President

We look for continued improvement in sales volume in 1959 as we expect a continued improvement in demand. Sales for 1958 will end up generally ahead of those for 1957. There continues to be surplus capacity in the industry, which will continue for the next year or two. However, with the development of new products and new outlets, we believe that our volume will continue to grow at a satisfactory rate.

#### AnSCO Division Of General Aniline & Film Corp.

Leopold Eckler, Vice-President

The healthy business climate forecast by last year's crystal ball is just beginning to reach us. The customary caution which

always follows the end of any downward economic trend is still very much in evidence. Predictions are that the nation's advertising budget for 1959 will be the largest in history. Indications are that television will consume a substantial

portion of this over-all increase. The balance will still assure a gradual improvement in the graphic arts early in 1959. The latter half of the year should bring about a result slightly better than 1957. While the tax situation severely limits expenditure of capital funds, technological advances in turn always produce capital expenditure for up-to-the-minute advances in methods of production.

Good competition in industry is the never ending problem that promotes progress. Lower priced foreign competition, on the other hand, is an unpleasant situation that must be lived with. The

effect of both foreign and domestic competition can be offset only by having alert research and development and sales staffs, plus the institution of simplified cost-cutting procedures in manufacturing.

#### Hammermill Paper Co.

John D. Zink, Vice-President

It is our opinion that the demand for our products will increase moderately over 1958. It may even exceed the level of 1956. Dollar volume in our field in 1958 has been generally lower than 1957, although an improving trend the latter part of the year may bring the year's total very close to the level of 1956.

We have an expansion program which started about a year ago and this will continue during 1959.

It is not our intent that the tax situation or the national or international affairs as we see them at present will curtail expenditures on our part for expansion or new machinery in 1959. Our expansion plans as developed over the last few years are intended for the long pull and it would not be wise to curtail them even temporarily.

#### Heidelberg Eastern, Inc.

W. P. Lauffs, President

The year 1958 was most successful for us. Dollar volume surpassed previous years, despite the recession.

This is mainly attributable to genuine acceptance of our newly introduced 15 x 20 1/2 cylinder press and the resurgence of letterpress. We think 1959 will be a tremendous year for the graphic arts industry generally,

letterpress particularly. The keen interest shown in the recent Letterpress Forum will be focused on the Seventh Graphic Arts Educational Exhibition where people from here and abroad will be able to see for themselves the very real advances in techniques and equipment in letterpress operations.

#### Chandler & Price Co.

Fred D. McLaughlin, Executive Vice-President

From the optimistic forecasts for 1959 which cross my desk, the current business prophecies seem to agree that the year will see an upturn in most lines of manufacturing activity. Certainly, in the graphic arts equipment business we are due for an improvement in sales. Those familiar with industry are keenly aware that in 1958 dollar volume was down, so industry has a lower starting point for next year; thus, any improvement suggests an upward turn.

Our plant capacity is sufficient for any production we can expect in the near fu-

ture; therefore, we do not contemplate expansion in 1959 beyond the replacement of machinery by other modern machinery for cost purposes.

With the many advances being made in research for letterpress, we look forward to the future with confidence and we expect that 1959 will see a substantial increase in volume.

#### Reeves Brothers, Inc.

John E. Reeves, President

In spite of the recession our sales to the printing and lithographing industries in 1958 showed a substantial increase over the previous year and we expect a similar increase in 1959. In 1958 we added four new grades of offset blankets to our existing line. Other product developments are in progress. For this purpose we established last September a new product development and application department at the Buena Vista, Va., plant. The Vulcan sales and service force is also being expanded. All indications point to a further steady improvement of the American economy and with it the printing trades should have an above average growth potential because of the constantly increasing need of American industry and advertising for literature, publications, and other printed matter.



John E. Reeves

The Vulcan sales and service force is also being expanded. All indications point to a further steady improvement of the American economy and with it the printing trades should have an above average growth potential because of the constantly increasing need of American industry and advertising for literature, publications, and other printed matter.

#### Kenro Graphics, Inc.

Kenneth Beattie, President

The outlook for Kenro for 1959 appears most favorable with continued growth of sales anticipated. We expect an even better year than 1958. The outlook is so encouraging we are planning major expansion of our physical plant to accommodate increased production. Sales reached a new all-time high in 1958 and were approximately double the 1957 volume. We have not added any foreign-made equipment to our line, but are actively investigating potential items. We have materially improved our own export situation. We do not believe, at this point, that the tax situation or state of national affairs will greatly influence our 1959 business, although an eased tax situation would be helpful in connection with our expansion plans.

We think that 1959 will show a broadening of the use of cameras for specialized applications in keeping with the devel-



Kenneth B. Beattie

opment of such advances as photocomposition, xerographic reproduction, and new platemaking methods for both letterpress and lithography.

#### Kleen-Stik Products Inc.

Jerry Zalkind, Executive Vice-President

Our sales expanded in 1958 about equal in dollars to our expansion in 1957. This could well have been true for the rest of the pressure-sensitive products for the graphic arts industry, but general industry figures are not available.

In 1958 we set up a new plant in California and also established Kleen-Stik International S.A. in Geneva, Switzerland, to serve the European market. We also

established new manufacturing facilities in England which began operation late in 1958.

We expect 1959 to continue in our usual growth pattern. Because all of our plants in 1958 were running on a 24-hour basis, we know we will expand our production facilities in 1959. Two of our plants will be moved to larger locations, and we may build a third plant to house some of the new productive equipment. We do not contemplate any foreign-made equipment except for that in our European operation.

Tax reductions would help us expand faster, but we're learning to live with the tax situation as it is because this is some-

## Only Motor Driven Arcs Maintain Light Level Constant

**STRONG** **FULLY AUTOMATIC HIGH INTENSITY ARC LAMPS**

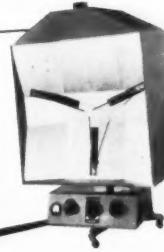
\*Strong Camera Lamps cut exposure time to as little as 1/6th. Sufficient intensity to punch through dense Kodachromes. Illumination variables entirely eliminated. Constant color temperatures. Accurate control of densities, regardless of line voltage variations.

\*Scientifically precision engineered reflectors assure extreme uniformity of light coverage on your work area. Exclusive with Strong.

\*Strong Printing Lamps guarantee sharper reproduction. Dot undercutting eliminated. Overhead models. Burn in normal position, avoiding smoking of reflector and deposit of ash on surfaces in light path. Models for Rutherford and Monotype Huebner photo composing machines assure precise control of intensity for accurate repeats.

### TRI-POWER THREE-PHASE PRINTING LAMP

for use with printing frames 50" x 70" and larger. Radically different. A trim of three carbons produces a single light source three times as powerful as most printing lamps. Permits accurate compensation for line voltage changes. Finger-tip control automatically separates carbon holders to full expanded length for inserting new trim. Clutch and manual return eliminated. Long life glass-insulated transformers. Exhaust blower. 360-degree rotation.



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Quick settling of the arc permits accurate exposures of as short as 5 seconds.

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for use with PRINTING FRAMES 40" x 50" AND LARGER.

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for use with PRINTING FRAMES UNDER 40" x 50".

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thing that we do not control. Both our company's research and our industry's research are leading to better products and the ability to serve the advertisers' needs more efficiently and more economically.

#### **Strathmore Paper Co.**

F. N. Bridgham, President

From discussions with printers and paper merchants as well as from our own studies it would appear that sales volume



F. N. Bridgham

and on capital available for plant improvements and expansion.

As has been true in many other industries, the fine paper industry has tried to hold its price line in order to slow down the inflation process. In order to hold this price line, we, like many companies, have installed new equipment to increase production efficiency, and have carefully analyzed costs to help in making economies in operation. It is our belief that only through such steps can fine paper manufacturers, as well as the other segments of the graphic arts industry, maintain a reasonable rate of profit in the face of steadily rising costs, even though sales may show a material increase this year.

During the recent recession the graphic arts industry, like other industries, became more critical in its buying, demanding full quality and value for the price paid. This healthy attitude will probably continue in the future.

#### **Photon, Inc.**

W. W. Garth, Jr., President

The year 1959 indicates a marked expansion in the introduction of Photon equipment. We expect a dollar volume almost double that of 1958. The 1958 dollar volume will be somewhat less than 1957 because of the recession which extended late into 1958. We are not planning any major expansion in



W. W. Garth, Jr.

1959 in that we believe we have capacity for the volume that will occur. Photon does not handle any line of equipment made by others and thus has not added any foreign-made machinery. All in all, we expect 1959 to be an excellent year.

#### **Lawson Co.**

Div. of Miehle-Goss-Dexter, Inc.

D. W. Schukind, President

The outlook for the graphic arts industry for 1959 is very promising. The pick-up in business and the continued efforts being put forth to further stimulate sales is bound to be reflected in an increased volume of printing.

The competition between printers to get this business will necessarily be keen. This will make imperative that slow-moving obsolete equipment be replaced with presses and bindery machines operating at maximum speeds producing an improved quality of work.

#### **Gilbert Paper Co.**

T. M. Gilbert, President

The year 1959 will be a year of small improvement, largely due to a better inventory position in the hands of merchants, printers and consumers. Our industry shows a small percentage loss in 1958 as opposed to 1957 with even a smaller volume loss in the hands of the paper distributors. Our own individual position shows quite the reverse.



T. M. Gilbert

In June of 1959 we will dismantle our No. 2 Machine and replace it with a new one, which will give us about 30% added production. We are also installing a new generator to provide for additional necessary electric power. We are also getting a new piece of electronic equipment from Canada that now appears to have considerable potential.

#### **Universal Mono-Tabular Corp.**

Henry T. Honig, President

The Universal Mono-Tabular Corp. expects business in general to reach higher peaks never before made possible. With the government spending billions on highway improvements right now and the annual growth in population, we will need more automobiles, increased housing with all the extras needed to make it livable, more schools, and more churches. There will be a revolution of slow airplanes to jets, missiles carrying 50 passengers from New York to Paris in one hour, five trips a day, and flying automobiles already in the testing stages.

Our sales for 1958 are slightly above the previous year. In 1959 we expect to be up 50% over the previous highs.

#### **Miehle Co.**

Div. of Miehle-Goss-Dexter, Inc.

J. E. Eddy, President

The year 1959 shapes up as a very important one for the Miehle Co. Division of Miehle-Goss-Dexter, Inc. Our customers in the printing industry are apparently embarking upon a year of growth due to the importance of advertising printing in a highly competitive market and to the natural growth through



John E. Eddy

increased population. It seems very likely that the Miehle Co. will continue to share in this general increased business activity in the industry. While 1958 represented a reduction in business over that enjoyed in previous years, there were definite signs in the last few months indicating an up-swing in the press equipment field and it is believed that this will continue into 1959. With this thought we are continuing product development through research.

#### **Sam'l Bingham's Son Mfg. Co.**

K. E. Butler, Vice-president

Projecting the outlook for 1959 insofar as direction is concerned appears to be relatively simple. It is our opinion that it will be up. Sam'l Bingham's Son Mfg. Co., with many others, in projecting 1958 saw fit to continue to increase capital equipment, modernize present equipment and manufacturing facilities, and accelerate research and development. Sales for 1958 were higher than those of 1957. Proposed capital expansion in the year of 1959 will probably be the largest in our history. The outlook for sales is expected to be similar. The foreseeable problems appear to be no different for 1959 than those of the preceding year: how to maintain a good ratio of profit to sales. Taxes and labor, together with other facets of the sales dollar, are important. Considering these unknown factors, extremely careful planning, efficiency in production, and research and development may not guarantee 100% arrival at the projected target but it invariably softens the "blow."



Kenneth E. Butler

### Huebner Laboratories

William C. Huebner, President

From here 1959 looks like a belt-tightening period. Unprofitable procedures need a second look because probing

for a better profit-making performance is a very necessary step that must materialize to pick up the sagging line of worth-while profits. Expensive foreign refinements on designs sponsored in America call for capital investments somewhat unjustifiable because better earnings have not met expectations. New developments now emerging will obsolete many refinements no longer needed because future progress will not follow old-line thinking.

William C. Huebner

We have not added any foreign-made equipment nor do we plan to do so in 1959. We do not feel that the national tax situation or the international state of affairs will affect our plants.

### Wetter Numbering Machine Co.

J. B. Longshore, Jr., President

It was recently predicted by an authoritative source that by 1965 there will be in this country a population increase of 10%; a gross national product increase of 35%, and a personal income increase of 20%. The attainment of these levels in the comparatively short period of six years strongly indicates that the expression we frequently have heard of the "Fabulous Sixties" will not just be an idle phrase. The graphic arts industry can reasonably be expected to fully share in this phenomenal growth.



J. B. Longshore, Jr.

### Dayton Rubber Co.

Clowes M. Christie, President

There has been no recession in 1958 as far as the Dayton Rubber Co. is concerned. It is estimated that total sales should exceed 1957—a record year. Production of rollers and other products for the graphic arts industry has kept pace. I have every reason to believe this surge will continue through 1959. Construction is already under way for a new plant in Missouri.

Expanded facilities coupled with a continuing research program will make Dayton Rubber's contribution to the graphic arts industry highly significant in 1959.



Clowes M. Christie

### Hamilton Paper Co.

J. H. Dunton, Vice-President of Sales

The outlook for the paper industry is good for 1959 and we expect a general pickup of 5% to 7%. Our dollar volume of sales in 1958 was approximately 1½% higher than the first 11 months of 1957. We have just expanded our company's production in our Miquon, Pa., plant which will provide us with additional capacity of 20%.

We have not added any foreign-made equipment nor do we plan to do so in 1959. We do not feel that the national tax situation or the international state of affairs will affect our plants.

### Intaglio Service Corp.

Oscar Smiel, President

We do not plan any further expansion for '59 though we may decentralize and have smaller units in operation. This is due to the fact that the photoengraving business can operate more efficiently as a small unit rather than one large plant.

We have purchased this past year foreign proof presses made by Linotype and Machinery Corp. of England in their Italian subsidiary plant. There were eight of them for gravure proofing at an approximate cost of \$100,000.

I cannot begin to list the industry problems that are bothering us.



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ALPENA MANIFOLD is a sturdy, lightweight, non-curl paper that works equally well on offset or letterpress equipment. It is available in Substance 9, in white and six bright colors, through authorized FLETCHER PAPER distributors.

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sharper, clearer reproduction.

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EASTERN Merchant (or write  
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## EASTERN

EASTERN FINE PAPER AND PULP DIVISION  
STANDARD PACKAGING CORPORATION  
BANGOR, MAINE

# Reducing Costs In Your Offset Department Involves Many Things

(Concluded from page 53)

function so that all training and equipment and routine can be made to fit that goal. The salesmen particularly must be trained to go after the type of work that fits the plant. A plant and its organizational setup must be designed around the type of product that it is going to produce. Only very large organizations can afford to get into more than one general line of work.

The cost control man should make a study of the types of jobs now handled by his plant to see which ones are profitable. In that way and by consulting with foremen he will get an idea of what types of jobs the shop is best equipped to handle efficiently. He may find that the camera room is equipped for four-color process while the pressroom is not. The stripping department may be trying to do color work with a black-and-white setup. Top management will have to be convinced that certain jobs just do not fit the conditions of the shop. Either this type of work must be dropped or else the setup changed and these jobs specialized in.

It is a difficult decision to drop certain lines of work even if they are not profitable. It looks like turning down business when any job is hard to get. But in turning down one line, a plant is then free to set up for another line in a more efficient manner. Things will run more smoothly and costs will come down. The procurement of more work of the profitable type will be easier. The big job is to sell this idea to the salesmen. This will probably be the subject for quite a few of the weekly meetings.

Now, about these weekly meetings. They can be of utmost importance or they can be a waste of time. A one-hour meeting in the boss' office every week can be of value if it is properly planned and executed. One or two small matters may be disposed of at such a meeting. But this type of get-together has several shortcomings when just starting out on a serious program of cost reduction.

In the first place an hour is too short a time to thoroughly discuss an important problem. In the second place a meeting during working hours is constantly interrupted by phone calls and shop emergencies. Third, unexpected demands of customers too often keep key men from attending such meetings. At the start of a program designed to reduce costs, these meetings are too important for anyone to miss. They should be held after work hours. A period of not less than three hours should be set aside once a week for reviewing the past week's performance and planning the coming week.

If an executive's job is important to him, then the welfare of the plant should be important to him. If it is not, then this is a good time to find it out. If this meeting is not as important as bowling, or television, or a card game, then a man's interest in his work is lacking.

The meeting could be called at 5:30 p.m. or some other convenient time. A buffet supper can be served and talk started while eating. Someone must be chairman and someone must take notes of decisions reached. These meetings or at least much of the subject to be discussed must be planned. During each week preceding a meeting the cost control man will build up the agenda for the next meeting. He will have a report to read covering progress made and suggestions for the coming week. The report and the suggestions will be discussed. Others may then report on their individual problems and make some suggestions.

A good cost control man must know the value of training. And he must know that management needs training just as the workmen in the shop need it. So he will start with himself and become as efficient as possible in his job. He will then try to inject some of what he has learned into these meetings so that they become to some extent educational meetings. It is up to him to find articles and books that will help other members of this management team.

He will have to do some screening and sorting out of material that does not apply to his plant's problems. Then he will have to get the various members of his management team to read the things that apply specifically to their department. Subjects of general interest may be read at the meetings if they are only 20 minutes long. Longer subjects should be reduced to digest form and read.

The right man in this cost control job can do a lot to put his organization in a position to rise above average competition. The whole thing hinges upon finding the right classification of work and then designing the proper setup for doing that type of job. Keep at it, tighten controls, and train.

### Forms Samuel Jones Club

W. R. Lusignea, advertising manager of the Paper Manufacturers Co., is interested in locating the former employees of Samuel Jones & Co., which manufactured flat gummed paper in Newark, N.J., before the McLaurin-Jones Co. started on Jan. 1, 1922. He plans to form the Samuel Jones Club of America. He may be reached at 7808 Froebel Rd., Laverock, Philadelphia 18.



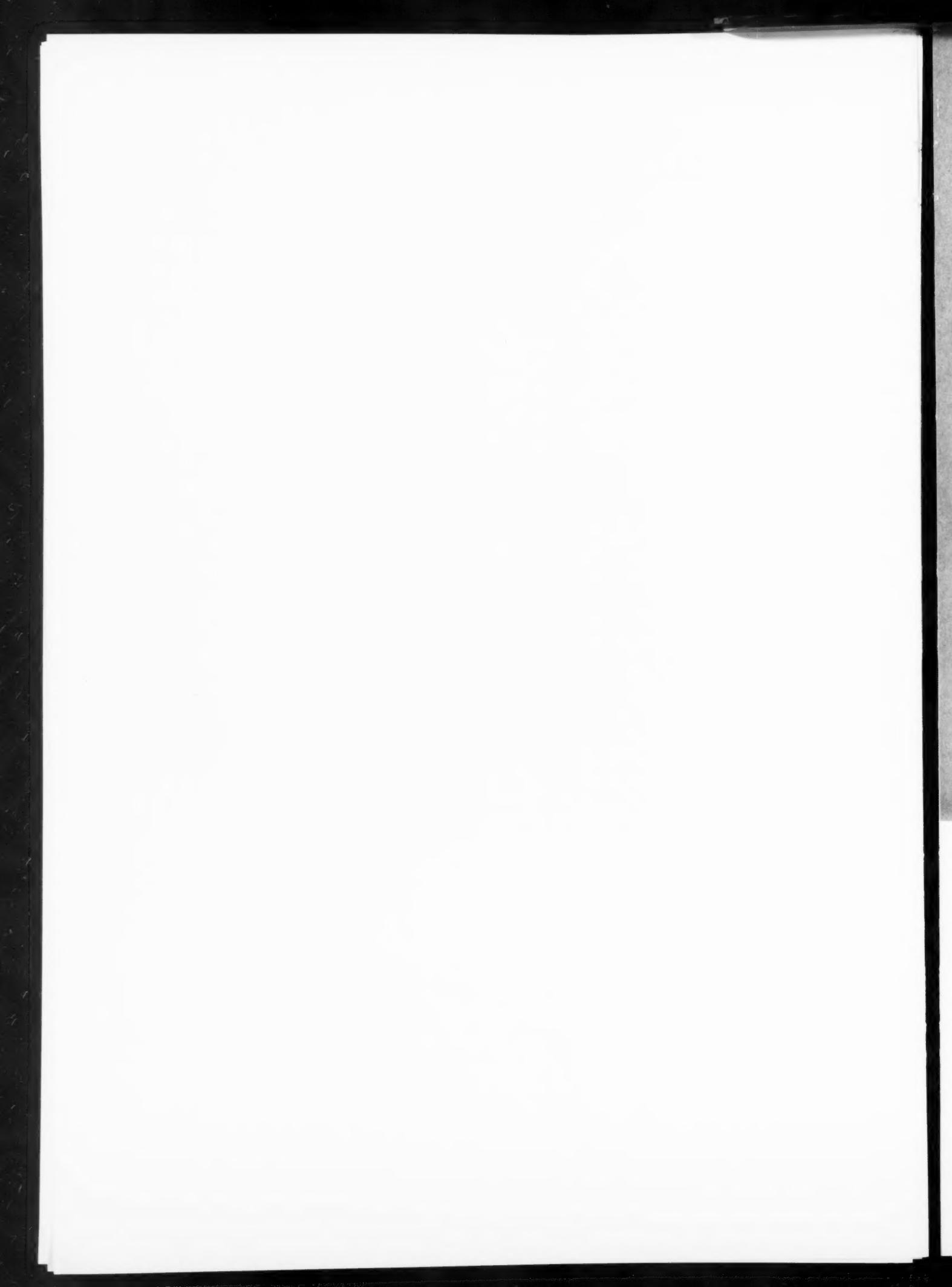
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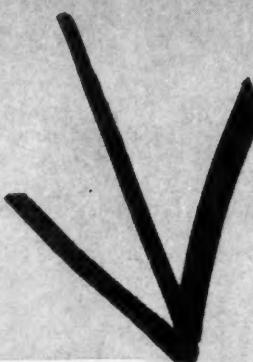


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## **CONCLUSION:**

The benefits Cottrell sheet-fed rotary letterpress now offers can have an important bearing on your expansion, conversion from flat-bed, or modernization plans.

Listed above are only a few of the new advantages that make Cottrell sheet-feds a factor for more production, lower unit cost, faster delivery.

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# 250 Attend PIA's Conference On Production

"Many plants are planning to launch new jet-lined production programs," declared Harold N. Cornay, chairman of the Printing Industry of America's Fourth Production Conference in Chicago. More than 250 printing production executives from leading printing plants throughout the United States and Canada attended the meeting on Dec. 4-5.

Highlighting the conference was the "Forum on the Significance of New Developments." Drawing from the New York Letterpress Forum and supplementing these features with a summary presentation of new offset developments, the various sessions also provided opportunity for floor discussion as the speakers unveiled the story of the past decade of research and engineering in the printing industry and their meaning in the operation of printing plants today and in the future. J. Homer Winkler, Battelle Memorial Institute, Columbus, Ohio, summarized the New York forum.

Speaking on "Major Developments in the Operation Preliminary to Plate Making," James V. Elliott, training director for the New York Employing Printers Association, said:

## Accept Change As Routine

"The forum in September was an up-to-the-minute story of a status quo that was out of date while we were still on the air. The practical man's first step is to accept change as routine instead of trying to maintain a static and therefore a fictitious status quo."

In presenting a kinescope of the Du Pont photopolymer demonstration, H. A. Gladden, district manager, E. I. du Pont de Nemours and Co., Inc., pointed out that Du Pont expects its experimental plate to be a significant contribution to the printing industry. He declared that



Kurt E. Volk (l.), president of Kurt E. Volk Inc., Bridgeport, Conn., and PIA president, who spoke at production conference dinner on "Handling Different Types of Workers," is with Col. H. R. Kibler, immediate past president of PIA and administrative vice-president of W. F. Hall Printing Co., Chicago, who was the banquet toastmaster.

the light weight and flexibility of the plate may affect such things as future press design, press speeds, press weight, power supply, etc.

Michael H. Bruno, research director of the Lithographic Technical Foundation, Chicago, in speaking on "New Developments in Lithography," pointed out significant developments in the lithographic field and emphasized the contributions of the Lithographic Technical Foundation to organized research.

Members of forum on the "Significance of New Developments" at the recent PIA Production conference are: (l. to r.) J. Homer Winkler of Battelle Memorial Institute, Columbus, Ohio; James V. Elliott, the training director for New York Employing Printers Association; Michael H. Bruno, research director of the Lithographic Technical Foundation, Chicago; H. A. Gladden, district manager of E. I. du Pont de Nemours & Co., Inc.; Hugh Gage, manager of planning and products section of the E. I. du Pont de Nemours & Co., Inc., and Marvin C. Rogers, management consultant, Flossmoor, Ill., moderator of the panel



The forum on new developments was chaired by Dr. Marvin C. Rogers, graphic arts management consultant, Flossmoor, Ill.

Kurt E. Volk, president of Kurt H. Volk, Inc., Bridgeport, Conn., and current president of Printing Industry of America, illustrated the "WE" program procedure at a dinner meeting and discussed the techniques by means of which management can get the interest and participation of plant employees in programs designed to change attitudes and increase productivity.

Col. H. R. Kibler, immediate past president of PIA, and administrative vice-president of the W. F. Hall Printing Co., Chicago, served as toastmaster for the dinner.

## Managers Should "Super-Vise"

In keynoting the conference, Gordon R. Rohde, vice-president of Reynolds and Reynolds Co., Dayton, Ohio, attempted to inspire the conference participants with the importance of their positions as production managers and the need for "Super-Vision" rather than just ordinary supervision.

"Staying Out of the Rough" was the subject selected by Evan D. Scheele, vice-president and director of the central management staff of Rapid American Corp., New York City, to point out how printers might avoid many of the troublesome production delays and improve quality.

Following Mr. Scheele's presentation, the conference split into small seminar discussions arranged by size of plant and various printing processes used.

Increasing output was the problem tackled in the session entitled, "What Are the Speed Limits in Your Plant?" Grant Herman, chairman of the PIA production standards committee, served as chairman

of the session which dealt specifically with the questions of: How fast can your equipment run effectively? How can output be measured? What steps can be taken to bring increased productivity and output in line with attainable standards?

Three case histories were presented to illustrate wide variations of the use of production standards for different types of printing operations with different conditions affecting them.

Joseph Edwards, president of Edwards Brothers, Inc., Ann Arbor, Mich., gave a general case history illustrating the application of standards to a medium-size plant producing a wide variety of work.

Fred B. Hofferth, vice-president and production manager of the American Book Co., Cincinnati, presented a case history of the application of standards to a wide scope of bindery operations.

Elmer J. Grover, production manager of Connecticut Printers, Inc., Hartford, Conn., described the procedure followed for several years from the initial idea or basis for evaluating production through the development of procedures in a medium to large-sized plant producing some specialty products.

#### Cost Reduction Techniques

In the face of increased costs in machinery, equipment, and manpower, modern printing management is turning to cost reduction techniques. Charles A. Conrad, chairman of this session, asked Clayton G. Orcutt, Management Institute, University of Wisconsin, Madison, to set forth in layman's language the underlying principles of establishing a cost reduction program. Following his presentation, three case histories were offered.

William J. Henretty, personnel director of Jensen Printing Co., Minneapolis, called upon his experiences gained from instructing more than 150 printing foremen and supervisors in foremen management program techniques as well as his own experiences in the Jensen Printing Co. with improved job methods.

Another presentation by Phil E. Bergsicker, vice-president and production manager of Cavanagh Printing Co., St. Louis, illustrated how an informal approach to cost reduction has brought about important accomplishments in lowering cost. The presentation included an easily-adapted version of work simplification methods.

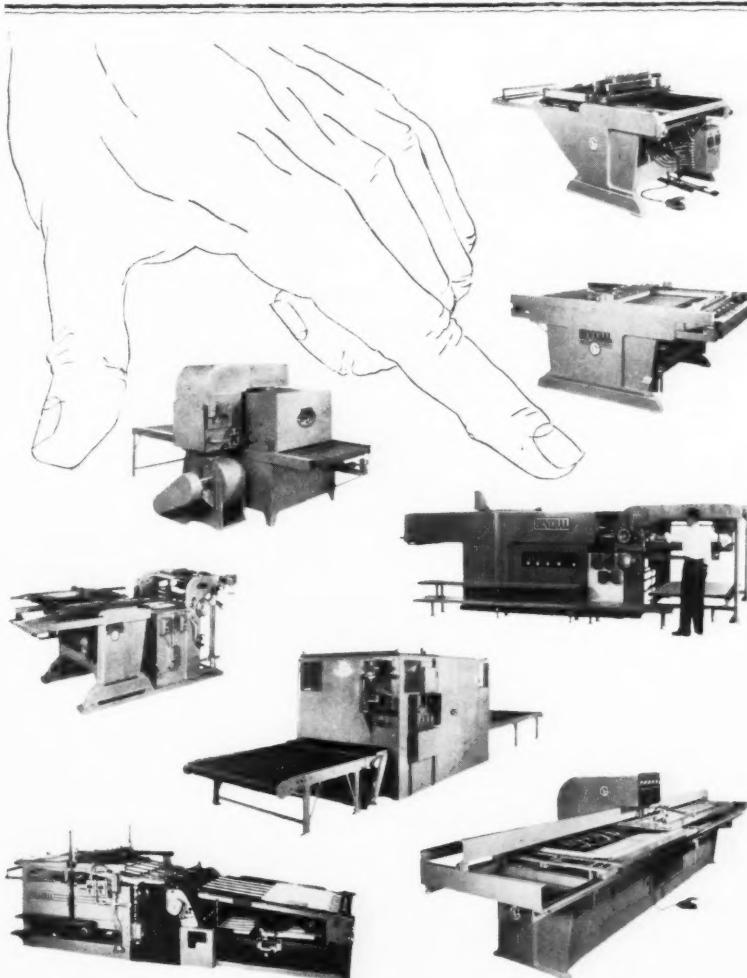
John C. Onderkirk, chief estimator of the Inland Lithograph Co., Chicago, showed how Inland Lithograph translated production factors into dollar figures, identified the areas which represented the greatest potential for cost improvements, and undertook an effective program of cost reduction.

Preceding the production conference was an intensive three-day training seminar attended by 35 production executives. The seminar was conducted by Joseph

Cangalosi of the National Publishing Co., Washington, D.C., who had taught numerous other classes based upon the PIA textbook, *Management of Printing Production*. In addition to Mr. Cangalosi others who participated in the seminar included Dr. Marvin Rogers who led the discussion on quality controls; Donald E. Sommer, secretary of the Master Printers Section of PIA, who discussed production standards and industrial engineering; Floyd Simerson of Sears, Roebuck and Co., Chicago, who illustrated principles of work simplification, and Fred Sherriff, materials handling consultant, Hickory Corners, Mich.

In an optional feature, representatives from nine local associations affiliated with PIA met to consider the organization and operation of production clubs. The dinner meeting chaired by Ray Leannah, Kalmbach Publishing Co., Milwaukee, and president of the Milwaukee Printing Production Club, was given to discussion of the objectives, membership, financing, and programming of the various groups.

The PIA Committee on Production Management with Harold N. Cornay of New Orleans continuing as chairman, has scheduled the Fifth Production Management Conference for June of 1960. The location and dates are to be announced.



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## Dr. Paul K. Hartsuch Rejoins LTF In Chicago

Dr. Paul K. Hartsuch, lithographic consultant since 1950 for the Printing Ink Division of Interchemical Corp., has re-



Dr. Paul K. Hartsuch

joined the Lithographic Technical Foundation in Chicago as technical assistant to Michael H. Bruno, research director. During his 1945-1950 span of service for LTF Dr. Hartsuch was supervisor of Metals and Surface Chemistry Division

research relating to gums, etches, plate treatments and bimetal plates. He was responsible for much of the work done to develop Dilute-Cronak and Brunak surface treatments; better plate desensitization methods, including the use of cellulose gums; improved techniques using gum arabic, and the LTF Non-Fuming Chromium Etch for bimetal plates. He initiated work on the use of radioactive isotopes in lithographic research, and he found time for writing numerous technical articles and LTF's *Chemistry of Lithography* with its laboratory manual.

As lithographic consultant for Interchemical's Printing Ink Division, he was active in the introduction of IPI trimetal plates. His research on lithographic printing ink included study of factors that affect water pickup, and work on special driers and the mechanism of ink drying.

In cooperation with LTF he developed the first "balanced" process inks for simplifying and for improving photographic masking and process color reproduction. His recent IPI research dealt with the effects of process ink hue and cleanliness changes of the in-between colors, violets, blue, greens, oranges and reds.

Dr. Hartsuch is widely known as an authoritative speaker on various lithographic topics.

Members of Lithographers & Printers National Association Awards and Exhibit Committee met recently in New York City to choose judges for the Ninth Lithographic Awards Competition and Exhibit. Judging was set for week of Jan. 19 at the New York Trade School. Seated from left are LPNA promotion director Herbert Morse; Awards & Exhibit Committee chairman George Hughes, Synder & Black; Paul R. Lang, Ketterlinus Lithographic Mfg. Co.; Bruce S. Dunham, Zobel Bros. Co.; Alfred Soman, Brett Lithographing Co.; Clifford McGuire, Connecticut Printers, and Walter Ash, Consolidated Lithographing Corp. Standing: Frank Kuklis, Meyercord Co.; Harvey Engel, Einson-Freeman Co.; Thomas Willis, McCandlish Lithograph Corp.; James Strobridge, Strobridge Litho. Co.; John L. Farrell, Forbes Lithograph Mfg. Co.; John LaMonte, Schmidt Lithograph Co.; James Reid, Eureka Specialty Printing Co., and Richard Billies of the Niagara Lithograph Co.

## ITU And ALA Settle Jurisdictional Disputes

The International Typographical Union and the Amalgamated Lithographers of America have reached an agreement for "immediate co-operation" between the two unions. The agreement was signed by the presidents of the two unions, Elmer Brown of ITU and Francis P. Slater of ALA.

The 100,000-man ITU and the 36,000-man ALA have been involved in jurisdictional disputes for a number of years. Today's action provides for the setting up of joint coöordinating committee composed of two representatives from each union and a joint fund of \$100,000.

The two organizations plan to carry on correlated activities in organizing employees in the printing and lithographic industries. Cooperation may also be possible in collective bargaining and economic activities.

"This is a significant agreement," said Mr. Slater, "because of the jurisdictional problems that have plagued unions in the graphic arts industry. We are willing to make similar pacts with other unions who are involved in the industry."

## NAP-L Holds Conference On Costs In Philadelphia

A one-day conference on lithographic costs was held by the National Association of Photo-Lithographers Dec. 5 in Philadelphia. More than 235 reservations from persons representing 108 firms in the Delaware Valley area were received.

Preliminary details for the conference were arranged by Stanley R. Rinehart, manager of the printing division of E. I. du Pont de Nemours & Co., Philadelphia, current president of NAP-L, and Walter Soderstrom, NAP-L executive vice-president. A committee of Philadelphia lithographers headed by Carl A. Schaubel, president of Dunlap Printing Co., was in charge of the conference.

After a talk by Mr. Rinehart entitled "Serving the Lithographic Industry," Mr. Soderstrom and Frank R. Turner, Jr., cost accountant for the association, discussed the subject of "Lithographic Costs in the Philadelphia area."

Conferees were acquainted with all of the factors which enter into the cost of lithographic production. Each person was provided with a cost work sheet which was complete in detail with the information based upon prevailing labor and other costs in the Delaware Valley area. This work sheet was a highlight of the program and showed methods of figuring costs, the items to be considered, etc., on camera, stripping, platemaking, cutting, and eight sizes of lithographic presses.

The morning session was concluded with "Cost From a Salesman's Viewpoint" presented by John S. Williams, president of Williams & Marcus Co. Mr. Williams stressed the importance of selling the account and serving the customer.

A number of questions were presented at the panel discussion in the afternoon. Mr. Soderstrom acted as moderator; questions were answered by Mr. Turner, Fred Hoch, graphic arts management consultant of New York; Jack Hallstrom, sales manager, Edward Stern & Co.; and Arthur Clark, a certified public accountant.



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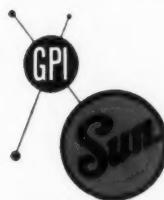
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Truly glossy ink for high-speed multicolor printing. Economical since it eliminates costly varnishing operation. Produces uniform, lustrous, abrasion-resistant impressions with no shiny spots where colors are superimposed.

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# first things

# first



UNITED STATES COMMITTEE FOR THE UNITED NATIONS, BOX 1958, WASHINGTON 13, D.C.



# Money Going For Research Is Current Trend For '59

(Concluded from page 66)

adopting new ideas and in purchasing new equipment. This will not hold true for the adoption of the revolutionary new high-speed commercial rotary letterpress presses. Manufacturers of these new presses claim that they can operate between two and two and one-half times the speed of current equipment with little or no premakeready or makeready necessary.

Once this has proved itself, the pressures of competition in the face of spiraling labor, material, and general overhead costs will make the adoption of these new presses mandatory for industrial survival.

It should be obvious that printing management must prepare itself now for conversion to the new types of presses in the near future. Principals and corporate officers of printing establishments should adopt this new philosophy and completely familiarize themselves with these new developments in equipment.

A word of caution! Management which is contemplating purchase of new rotary presses must first ascertain whether the *special plates* and any other necessary materials and equipment needed for proper press production are easily obtainable. Furthermore, opportunity must be provided for the retraining of the pressroom force in the proper operation of the new equipment.

For pressroom personnel, what does the development and introduction of high-speed rotary letterpress presses into commercial plants presage? First, the pressroom craftsman must recognize that despite his degree of skill with his present equipment, he will still require a period of retraining to operate the new equipment, to become familiar with the limitations of the new plate materials, and to learn to work with the new inks and papers which these presses will require.

Secondly, and of primary economic importance to the pressman, is the fact that these new presses give indication of being readily automated. There are devices now being developed and tested in the laboratories that can measure ink densities electronically on the press during a run.

Other devices mounted on the press monitored the correct amount of ink to provide automatic quality control. It is also possible now to achieve perfect register by electronic means. In other words, the areas which were formerly within the pressman's control and judgment can now be electronically controlled.

It is fortunate that this coming period of automation in the printing industry is scheduled to occur at a boom time in our economy when new products, new processes, and new industries which affect our way of life will create an unprecedented demand for the printed word. This foreseeable trend should be considered a pe-

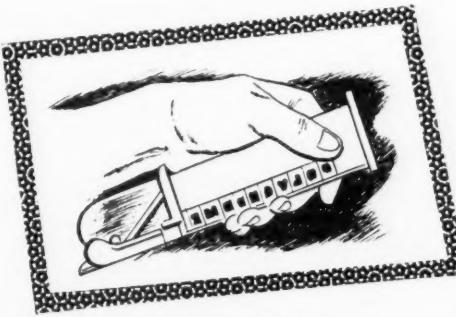
riod of great employment potential if pressmen will adopt the philosophy of willing adaptability.

The electronic technician who will operate the presses of tomorrow will have improved working conditions and higher salaries. He will be a more valuable employee because of the increased technical background he will have to possess to successfully perform his tasks.

For the immediate future we may expect to see profound changes in papers and inks. Paper technology is one of the

most rapidly expanding allied industries. Even today, with existing equipment, the technological change of the composition and structure of many of the new papers is producing a marked effect in printing production.

The new types of presses, operating at double and triple the speeds of present-day equipment, will require new kinds of inks, new ink compositions, and papers that will have an affinity for such, yet print with the sharpness and clarity and give the fidelity of the original copy.



**YOUR  
PROOF PRESS  
AND  
POLYCHROME'S  
P/C KOTE  
OFFSET PLATE  
WILL MODERNIZE  
YOUR SHOP!...**

**COMBINATION SHOPS! LETTERPRESS SHOPS! SHOULD KNOW . . .** You can modernize your printing operations by using the Polychrome P/C Kote Offset Plate. This plastic fibre base plate will accept a direct image from inked type and cuts. A compositor may set his regular type and cuts and lock up in a proof press. The type is inked and a P/C Kote Offset Plate is laid down. The resulting positive image will dry hard and quickly on the P/C Kote Plate. The plate is then mounted on an Offset Duplicator, and the job run off.

**P/C KOTE MEANS A LETTERPRESS SHOP MAY ENTER THE OFFSET BUSINESS WITH A MINIMUM EXPENDITURE . . .** All that is necessary is an offset duplicator, chemicals, inks, and P/C Kote Offset Plates. No necessity for lights, darkroom, and camera equipment until the offset business materializes.

**P/C KOTE OFFERS PRINTERS A VERSATILITY IN OPERATION NEVER BEFORE POSSIBLE . . .** Instead of letterpress being bogged down with dozens of short run jobs, now they can be transferred to off-

set; while the letterpress may be used for more important and profitable work.

**P/C KOTE ENABLES THE PRESSMAN TO "GANG-UP" AND "STEP-UP" JOBS . . .** on a single plate, permitting more work to be done faster.

**P/C KOTE SAVES MONEY ON METAL OF STANDING JOBS IN THE GALLEY . . .** No longer is it necessary to invest large sums in jobs that have to stand around to be repeated. Several P/C Kote Plates may be made from the original type and stored in a regular filing cabinet for future re-runs. Type may be broken down and reused promptly, releasing large sums of money for other business uses.

**P/C KOTE RELEASES SPACE NORMALLY OCCUPIED BY LARGE GALLEYS . . .** for other uses.

.....**FREE BOOK!**.....

*Send me my Reference Guide to  
DIRECT IMAGE PLATES!*

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We have an offset duplicator.

Yes  No

NAME .....

ADDRESS .....

CITY ..... STATE .....



**POLYCHROME  
CORPORATION**  
**2 Ashburton Avenue  
Yonkers 2, New York**

# PIA Presidents' Meeting Set For Feb. 2 In Florida

(Concluded from page 38)

ence will be concerned primarily with the extent to which top management men spend their time in selling. The two principal points of discussion will be, "Should You Hire Salesmen to Do Your Selling?" and "How Do You Find the Right Salesman and How Do You Train Him?"

Delegates will consider the broad subject of marketing printing products in the 1960's and will discuss the extent to which top management's talents should be diverted from managing to sales.

Case histories will point out individual planning experience in locating and training competent salesmen to take over this aspect of top management activities.

Again on Wednesday morning small group seminar discussions will provide opportunities for individual company discussions. Wednesday afternoon will see PIA's new insurance committee in session to discuss broad insurance coverage for management members of PIA.

The fourth day of the conference will deal with "How to Get New Money?",

"How to Manage Taxes to Increase Profits?" and "Acquisitions and Mergers." The format of the conference will be changed on Thursday and the conferees will stay in session through the morning.

An announcement of a new source of available funds for equipment purchases for plant expansion may be presented for the first time at the Presidents' Conference.

Numerous new features of the tax law which have not generally been taken advantage of by printers and lithographers will be reviewed by a nationally-known tax authority.

The subject of plant expansions and mergers will be covered by a case history presented by a representative of one of the industry's companies which has had the benefits of the practical application of mergers. This case history will be directed to small as well as to large companies.

Social activities Thursday evening will include another gathering of the conferees and their wives at the Boca Raton Evening Club.

The closing day of the conference will deal with another aspect of today's management problems—that of creating an atmosphere in which people want to work. The program will include a discussion of motivation and personnel utilization which according to statistics have shown the direct difference between satisfactory and unsatisfactory profits. The results of a special industry survey and a check list for evaluating the profiles of attitudes will be presented. The presentation will include a talk on what management should do, a case history of two companies of variant size and what they have done, and suggestions on the use of the attitude profile.

This session will be supported by individual small group seminars to allow time for discussions of these recommendations in the plants represented. The closing luncheon on Friday, which will include the wives of the conferees, will feature a nationally-known speaker.

PIA's President Kurt E. Volk, who will open the PIA's Presidents' Conference for Top Management, declared that "preparing for the fabulous sixties is a matter which should have the active attention of the owners and top management personnel of every company in the industry."

One of the features for the ladies this year will be a review of the special report on the "Role of the Wife in Her Husband's Career," which was developed at the 1958 conference at Palm Beach, at a special ladies' business session on Thursday, Feb. 5.

Registrations for the conference and reservations for the Boca Raton Hotel and Club may be obtained by writing to the Printing Industry of America, 5728 Connecticut Ave., N.W., Washington, D.C.

**SQUEEZED?**

**between sinking profits and rising costs?**

Let's face it! Labor and material costs are still rising. Profit margins are dwindling even though dollar volume may be way up.

What's the answer? Can costs be cut in materials? Wages? Not a chance!

Reduce your production hours per job, and do more jobs in less time...that's the ticket!

And that's where Original Heidelberg profit-making precision letterpress comes in.

Don't take our word for it—ask any Heidelberg user, or check with your Heidelberg dealer for proof by production figures or by press demonstration.

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**Plan Your 1959 Vacation for New York  
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# **Graphic Arts**



**EXPOSITION**



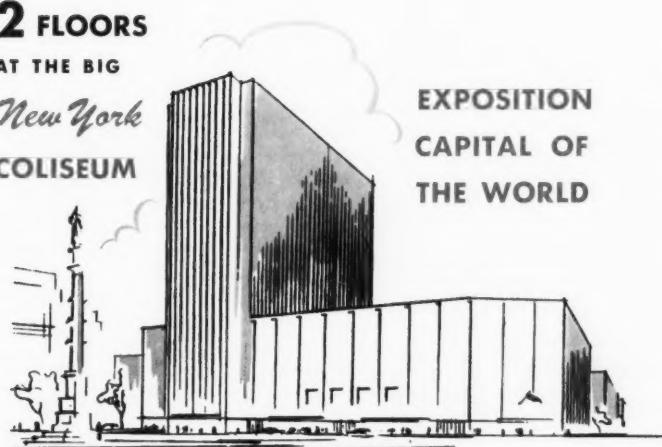
**SEPTEMBER 6th to 12th, 1959**

YOU WILL be joining thousands of graphic arts executives and craftsmen, from all over the world, congregated in the hub of the universe during that week. The International Association of Printing House Craftsmen will celebrate the Golden Anniversary of Craftsmanship. The Printing Industry of America and other national graphic arts groups meeting for their annual conventions will bring 12 organizations within minutes of the New York Coliseum, the world's largest exhibition building, at Columbus Circle.

**2 FLOORS**

AT THE BIG

*New York*  
**COLISEUM**



Two full floors and the mezzanine floor of the Coliseum will contain the greatest display of graphic arts equipment ever assembled. The most modern devices, techniques and developments will be demonstrated for seven full days by the leading manufacturers, suppliers and technicians. The main purpose is to show the widest possible variety of equipment, with emphasis on the small or medium-size plant. The 160,000 square feet of exhibition space will display all of the latest technological advances now available and in process of development.

Plan now to be in New York to combine your vacation pleasure, in the world's finest convention city, with a profitable educational visit to the world's largest graphic arts exposition. Everybody who is anybody in the graphic arts will be in the big town from September 6 to 12, 1959.

*Exposition under Management of*

**NATIONAL**  
*Graphic Arts*  
**EXPOSITIONS INC.**

## NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

### Advantages Of LogEtration

A brochure reporting the results of a comparative cost study of conventional and LogEtronic methods of preparing prints for photomechanical reproduction is being offered by LogEtronics, Inc., 500 E. Monroe Ave., Alexandria, Va. LogEtration, the method of using a modulated light source for controlling exposure of the negative, is said to provide a savings of from 40% to 60% in art work and retouching costs.

### Screen Process Supply Catalog

A screen process supply and equipment catalog known as No. 136 is available from Atlas Silk Screen Supply Co., 1733 Milwaukee Ave., Chicago 47. A photo screen section features expanded photo screen service utilizing the Sensitone Direct Method Film and lists photo-screens for various specialized uses. A guide to 20 different types of silk screen inks is included. The cover of the catalog exemplifies three-color screen process printing.

### Wire Stitching Catalog

A 28-page book from Acme Steel Co., 135th St. & Perry Ave., Chicago 27, describes and illustrates flat methods of wire stitching, typical stitching operations, and gives details and specifications for over 30

A series of four folders on the theme of "The Right Papers for the Job" is being released by Kimberly-Clark Corp. of Neenah, Wis., in the hopes of educating printers on the uses of various printing papers. The folders contain samples of K-C papers commercially printed in full color. They are being released at two-month intervals which started in September. The folders are offered through coupons appearing in full-color ad inserts which will run until next April in various trade publications



stitching machines. Typical applications are shown for book stitching, labeling, boxstitching, carding, and for others. Included are stitching tops and bottoms of filled cartons of rubber base boards and assembling fibreboard boxes for packaging. Information is given on accessory equipment and stitching wire.

### Lithographic Problems Chart

General Printing Ink Co., division of Sun Chemical Corp., has issued a wall chart that describes 25 lithographic pressroom problems, their causes, and suggested solutions. Designed to serve as a guide supplementing the pressman's judgment, experience, and knowledge, it deals with

**HIGHER POSTAGE RATES MAKE  
FLETCHER MANIFOLD a Better Buy!**

The greater weight of FLETCHER MANIFOLD is present for full foldability and durability to demonstrate to the day a lithographic printer.

FLETCHER MANIFOLD satisfies new and greater requirements that postage rates have increased.

FLETCHER MANIFOLD, Substance 8, is a lightweight, high grade paper that gives you one trouble-free, excellent quality solution of color reproduction... and it's foldable! That's why FLETCHER MANIFOLD is here to solve the problem of saving by cutting postage.

FLETCHER MANIFOLD is a unique, Fletcher-manufactured, carefully prepared paper... from the selection of wood pulp to packaged sheet ready for printing... to give you maximum foldability when you print-fold-fold, envelope, self-mailer, and mailer units... or when you break, crumple, emboss, experiment with flaps and many other kinds of advertising.

A sheet of 9-pound watermarked Fletcher Manifold has been printed and made into a brochure to demonstrate its printability and machine-folding qualities. Fletcher Paper Co., 20 N. Wacker Dr., Chicago 6, recommends it for direct mail, brochures, envelope enclosures, invoices, sales letters, etc.

### Films For Graphic Arts

A new Graphic Arts Handbook has been released by Ansco, division of General Aniline and Film Corp., Binghamton, N.Y. The general characteristics of films, film processing, Ansco graphic chemicals and formulas, and a variety of Ansco Reprolith and other films are discussed. Illustrations and charts are included.

such difficulties as bleeding, caking, chalkling, collecting, mottling, and washing. Copies are available from GPI salesmen or by writing to the company at 750 Third Ave., New York 17.

### Offset Pressroom Problems Solved

General Printing Ink Co., division of Sun Chemical Corp., 750 Third Ave., New York 17, is offering a wall chart which describes 25 difficulties commonly encountered in the lithographic pressroom. Such problems as bleeding, caking, chalkling, collecting, mottling, and washing are treated. They are listed according to problem, symptom, probable cause, and correction.

### Data-Processing Computer

The Remington Rand Division of the Sperry Rand Corp., 315 Fourth Ave., New York 10, has published a folder entitled "The New Concept in Modern Data-Processing." A summary of the components and values of the Univac File-Computer System, Model 1, the folder tells in terms that are nontechnical the features of the system as applied to such business uses as inventory control, sales analysis, billing, payroll, cost control, production control, and others.

The booklet enumerates specific storage (internal memory) capacities, and gives the average rates of speed for performing each arithmetical process. The operational facts, capacities, magnetic tape units, the sensing-punching units, and the high-speed printer are covered. Copies may

be obtained from Remington Rand or its local offices.



Mead Papers, Inc. has inaugurated a series of sample books with covers utilizing typographic design intended to give corporate identity and show family relationship of same paper grades. Twenty-two books have these covers. They are available through Mead paper dealers or from the company at 118 W. First St., Dayton 2, Ohio

#### Burst And Unburst Form Binders

A folder has been released by Royal McBee Corp., Port Chester, N.Y., on the McBee "Margin Master Twins." Binders for burst and unburst forms are described. The model for unburst forms takes material directly from the tabulating machine. The burst form model features the removability of any portion of the sheet body as a unit. Illustrations are included in the folder.

#### Folder On Bolton Paper Knives

Carbon and high-speed paper knives are described in a booklet from John W. Bolton & Sons, Inc., Lawrence, Mass. Steps in making the knives including heat treating, inspecting, grinding, and finishing are discussed and illustrated. The new Bolton Knife Changer and the Honing Kit are also described.

#### Queen Bristol, Plate And Vellum

Samples from an improved line of Queen Bristol are available from Linton Brothers and Co., Inc., Fitchburg, Mass. Color printing by offset on Vellum Finish and black-and-white printing by letterpress on Plate Finish are shown. The folder contains swatches of both stocks in 250M, 300M, 350M, and 400M. The new line is claimed to be a clearer, brighter shade of white.

#### Films For Graphic Arts

Two publications on films for the graphic arts are being offered by the Sales Service Division of Eastman Kodak Co., Rochester, N.Y. "Physical Characteristics of Kodak Polystyrene Base Films," PB (Q-32), contains sections on the theory of dimensional changes, humidity and thermal expansion, processing size-change,

shrinking as a result of aging, and practical considerations affecting dimensional change in PB films.

Acetate Base (Q-33), "Dimensional Stability of Kodak Acetate Films for the Graphic Arts," includes a chart showing the average dimensional change values for Kodak acetate base films.

#### Principles Of Material Handling

"The Basic Concepts of Industrial Material Handling" is Booklet Number 1, part of "The Library of Know-How" published by the Material Handling Institute, Inc. This is a revision of the booklet published in 1952. It presents basic principles

of industrial handling, telling what it is, its costs, objectives, and how proper material handling equipment is selected. Copies are available from the Material Handling Institute, Inc., Educational Division, 1 Gateway Center, Pittsburgh 22.

#### Three Photographic Data Sheets

AnSCO, division of General Aniline and Film Corp., Binghamton, N.Y., is offering three data sheets. One discusses several film chemicals. Another is on Cykora, a chloro-bromide projection paper. The third covers Convira, a high-speed chloride contact paper. Graphs and descriptive data are included.



## .... the right combination of printer and press solves a tough problem for Parents' Institute

The problem was to maintain the high standards of quality printing that Parents' Institute has set for its publications and still keep costs under control.

A leading firm of consultants was retained to find the solution. Highlighting their report was the recommendation that a Hess & Barker 5/4 Hi-Speed Rotary Press be purchased. At this point, Hess & Barker engineers took over to build a press to meet the specific requirements of speed, quality, and economy outlined by Parents' Institute.

The publishers' next step was to select a printer. They report: "Our final choice resulted in having the press installed in Baird-Ward Printing Company's plant in Nashville. And our experience has proved that at Baird-Ward pressmen and management alike have the skill and enthusiasm for quality work that makes the

most of the efficiency Hess & Barker built into the press. It was a most happy choice all around!"

The printer's point-of-view is summed up this way by James E. Ward, Vice-president: "We're delighted with this press and its precise register that helps us maintain Baird-Ward's reputation as a *quality* house. And we like the 'good square skid' the Hess & Barker design gives us at delivery."

Hess & Barker have been designing and building presses for sixty-one years. Their plant at 930 Washington Avenue in Philadelphia has facilities for building a complete line of both standard and custom-designed single and multicolor web offset, rotogravure, flexographic, and rotary letterpress equipment including folders, sheeters, rewinders. The company now maintains a Midwest Regional Sales Office at 400 West Madison Street in Chicago.

## **it's not true...**

- ★ That Sheridan bindery machines are built to suit the requirements of only the largest edition, publication or trade binders.
- ★ Nor is it true that the cost of Sheridan equipment places it beyond the reach of the smaller bindery.

## **THE TRUTH IS ...**

- ★ That Sheridan machines are built to satisfy the needs of all binderies, small or large, short run or long. The Sheridan automatic saddle binding equipment, for example, is available in a wide variety of combinations and sizes based on continuing industry-wide studies of bindery equipment and requirements.
- ★ Sheridan automatic saddle binding equipment is priced right in comparison with any other similar machinery available . . . and only Sheridan offers the added values of high hourly production for lowest cost/thousand, of a heavy-duty stitcher for higher product quality and lower operating costs, of quick-set adjustments for minimum change-over time that make short runs practicable and profitable.

So . . . before you purchase any equipment, call in your Sheridan representative. Get all the facts. Let him show you the right Sheridan combination for your needs . . . the way to increase profits. The T. W. & C. B. Sheridan Co., 220 Church Street, New York 13, New York.

SINCE  
1855

# **SHERIDAN**



# National Association Leaders Are Optimistic For 1959

(Continued from page 43)

Printers Supply Salesmen's Guild have had or are scheduling meetings on improving selling techniques or ways of providing better service to our customers.

With the combination of better service, better production, and better selling, 1959 should be a good year for the entire graphic arts industry.

## International Association Of Electrotypes And Stereotypers

The 1958 dollar volume of duplicate letterpress printing plate sales will be down somewhat from 1957 yearly totals although the fourth quarter sales figures were up considerably from earlier figures. Early 1959 indications of increased advertising budgets of from 8% to 20% lend encouragement to predictions of considerably better business for 1959 although it is expected to take the form of a slow, steady improvement through the year.

Increased costs of labor and materials continue to squeeze profits as manufacturers endeavor to hold prices for our products at competitive levels.

While certain minor layoffs have been made in several cities, these workers have



Walter C. Deye  
President



Floyd C. Larson  
Executive Secretary

worked accumulative overtime and generally speaking there has been no serious unemployment. The employment picture should show steady improvement.

Management emphasis on control and reduction of costs will continue through the coming year as will efforts to improve our products and materially increase production. Steadily increasing competition will make greatly intensified sales efforts mandatory.

The jurisdictional problems within the craft continue to increase labor costs and the recently inaugurated series of meetings between union and management representatives will be continued in an attempt to improve this situation.

We are keeping a close watch on the developments of new types of letterpress printing plates toward the end that we may produce such plates commercially as soon as such production becomes possible. In the meantime we are working on the improvement of present plates.

## International Typographic Composition Association

The year 1958 was largely one of opposites in this industry. In general the early months were soft with business im-



Walter Adamson  
President



W. E. Switzer  
Executive Secretary

proving in the latter part of the year. With some aggressive action management should be able to keep this upswing moving forward during the next 12 months. However, we do not expect the plush advances of a few years ago.

Phototypesetting will show continuous gains throughout the year but generally will not disrupt hot metal operations. New fields of opportunity will open up for those entering this new territory but the road to profitable operation may not be too rosy. Much experimental work will be required by those installing this equipment; the manufacturers have several changes to make before the present machines are considered the ultimate.

How to gain the maximum production from employees will remain the number one problem. Far too much attention is being paid to contract demands. The industry must lift its sights and consider ways and means of communicating the problem of operation and its cost to its employees in such a way that the employee becomes cost-conscious instead of wage-conscious.

## Mail Advertising Service Assn.

Shoving off at a high level in 1958, profits and dollar volume of mail advertising service firms, like many other graphic arts businesses, took a midyear tumble. But last fall saw a rapid gain culminating



Alvin H. Meyer  
President



Max T. Lloyd  
Secretary

in a seasonal rush (i.e. holiday mailings), with the extra fillip of firms making third-class mailings to beat the Jan. 1 deadline of increased bulk postage rates.

Now, everything that is being planned among mail advertisers is being done with optimism for the future. The year 1959 will undoubtedly witness an upsurge in the use of printed matter going into the mails. The story is in the headlines that foretells a continually recovering economy. Meanwhile, with wages and prices increasing, the Federal Reserve and graphic arts associations warn of the continuing trend to greater gross sales, but a lower percentage of net profit.

It all points to a vigorous struggle by retailers and manufacturers to maintain their relative positions in their own industries and to bolster sagging profits through increased sales. The key in 1959, more than in the several years past, will be advertising.

## Advertising Typographers Assn. Of America

As we enter a new year, there is a general feeling of optimism among business and the public. Although few expect a



Harvey Willens, Jr.  
President



Walter A. Dew, Jr.  
Executive Secretary

sudden jump forward, the psychological assumption of even a gradual uplift can itself be one of the ingredients for such an uplift.

Looking back to the casualties and ripples of 1958, many of us became aware that proportionately modest drops in volume were magnified and reflected in substantial drops in profit or even losses. This, of course, is the outcome of our gradual increase in break-even points during and since the war. Such creeping upward of break-even points didn't lead to bloodshed as long as our volume continued to creep ahead of it; but when the over-all economic pattern fell even a small percentage, there was no appreciable "give" in the expense department.

During this recent setback management was forced to find any avenue of cost reduction, camouflaged as it may have seemed. This "forced" housekeeping, if combined with the modest upturn expected, can bring us back to a normal profit picture in 1959.

# PIA Makes Recommendations For Progress In 1959

(Concluded from page 39)

Industry will find it necessary to find ways and means to increase productivity.

Congress in 1958 granted some tax relief to small business. Several of the provisions endorsed by PIA were among those adopted. We look favorably upon proposals which are being suggested by Senator John J. Sparkman of Alabama, chairman of the Senate Small Business Committee. These changes recommend the exemption from taxes for retained earnings; provisions for the deferring of

taxes for self-employed persons on retirement funds, and additional relief in connection with depreciation on newly-purchased used equipment. We are particularly interested in the depreciation on used equipment which has been a part of our recommendations to Congress now for several years.

We are co-operating with the federal government in the study which is being made at the direction of Congress to determine the effect of the increase in postal rates on business in general. The outcome

of this study will reveal the true effect of these increases on the printing business.

There has been no change in the availability of competent manpower. It is still difficult to find adequate new competent personnel. The general employment picture has remained steady. There was probably a lessening in overtime without a marked introduction of the shortening of the work week because of business conditions. The trend toward a general shortening of the work week has moderately continued.

In the letterpress field there is obvious need for improvements in plates, make-ready, and running speeds for the smaller presses. The need for high-speed small rotary letterpress equipment for general commercial work has been expressed in many circles.

The general awakening of the letterpress process sponsors to the need for improvements, stimulated in part by the extensive research done by some suppliers and customers, in part by the platemaking industry, and in also part by such reporting concerns as the New York Letterpress Forum, accounts for this new interest and awareness.

In the lithographic process, additional progress must continue to be made in the consistency in quality or uniformity of product.

Since PIA does not specialize in any particular process or product but concerns itself with the entire scope of the graphic arts industry, its interest is best expressed in the over-all problems which confront the industry.

These might be briefly tabulated by emphasizing again the need for additional research and engineering development which will provide a quality product at a low cost:

The need for the introduction of standards throughout the entire range of industry operations, materials, and equipment; the need for providing an adequate pool of well-trained manpower and introducing steps which will create the proper atmosphere and motivation in which this manpower may best operate, and the need for improving the channels of communication through which information on new developments may be brought to the industry's manpower and their benefits utilized more readily.

Couple these needs with an intensification of management training and you have a reasonably complete picture of the special problems of the graphic arts industry. Their solution will automatically correct one of the industry's greatest problems, that of the constantly declining profit margin.

PIA has initiated some programs which printing management may take advantage of in coping with these problems.

*Another Quality Paper by SORG*

## Plate Finish

Sorg's colorful Plate Finish is widely used for the hundreds of different printing jobs that demand a paper with its cylinder-made strength and beautiful, gleaming-smooth printing surface. Available in 12 attractive colors and white, and in cover, bristol, and tag sizes and weights, you are sure to find Plate Finish one of the most versatile and economical papers you have ever used. Ask your Sorg Distributor for the Plate Finish sample portfolio and for sample sheets of Plate Finish for your own press-testing.

And remember, for business forms papers—from manifold to tag—you can specify all your needs from one source . . . SORG!

**THE SORG PAPER COMPANY MIDDLETOWN OHIO**

**SORG Stock Lines**

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL  
EQUATOR ANTIQUE • MIDDLETOWN POST CARD • 410 TRANSLUCENT • No. 1 JUTE DOCUMENT  
SORG'S BLOTTING • BRILLIANT VELLUM • REGISTER BOND • TENSILEX • GRANITEX • PARCHTEX

Offices in NEW YORK • PHILADELPHIA • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

## PEOPLE IN THE NEWS

GEORGE L. EBERT has completed 50 years with the printing firm of A. S. Gilman, Inc., Cleveland.

MRS. MARY SUTHERLAND executive vice-president of Everett Wadley Co., Richmond, Va., on the Engraved Stationary Manufacturers Association's member roll, has been elected a vice-governor of the National Stationers Association.

MORRIS GOLDSTEIN of Advertising Agencies Service Co., Inc., has been elected president of the Advertising Typographers Guild of New York City.

GRANT HERMAN has been promoted to plant manager of Kable Printing Co., Mount Morris, Ill.



Grant Herman



Harry G. Clark

HARRY G. CLARK has been appointed national sales manager of the stock forms division of Rogersnap Business Forms, Inc., Dallas.

ROBERT V. TANTILLO has been appointed to the New York sales staff of Cullom & Gherter Co. CHARLES E. NEAL is sales representative assigned to the Nashville, Tenn., office, and DAVID HALPERN has become customer service manager at Nashville.

RODNEY N. LEECH has been named general sales manager for Whiting-Plover Paper Co., Stevens Point, Wis.



Rodney N. Leech



William R. Knutson

WILLIAM R. KNUTSEN is in charge of a newly established sales office in Chicago for Brown & Bigelow of St. Paul.

WILLIAM HELLER, SR. has become honorary chairman and will continue in an advisory capacity for Milprint, Inc.,

Milwaukee. ROLAND N. EWENS, formerly president of the firm, has become chairman and chief executive officer. ARTHUR SNAPPER has advanced from executive vice-president to president.

COL. JOHN SLEZAK, chairman of Kable Printing Co., Mount Morris, Ill., has been elected a director of Clayton Mark & Co., Evanston, Ill., manufacturer of water well supplies, etc.

VEO K. PEARSON has been appointed a sales representative for the Atlanta, Ga., branch of American Type Founders Co., Inc. R. J. THORBURN has been named an ATF parts and service dealer covering most of Florida.

C. A. ATKINS, vice-president of Jackson Paper Co., Jacksonville, has been elected chairman of the merchants advisory committee of the Nashua Corp.,

R. J. Thorburn



C. A. Atkins



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Nashua, N.H. He succeeds NORMAN MILNER, president of Dwight Brothers Paper Co. of Milwaukee, who continues as a member of the advisory committee.

R. E. HAUGAN has become treasurer of Webb Publishing Co., St. Paul. He succeeds FLOYD RUPP who has been with the company 52 years and will continue as circulation director until June 1 and remain on the board of directors.

CHET WRIGHT has joined Typographic Craftsmen, Inc., New York City, as creative sales manager.

HARRY M. FRITZ, president of the William G. Johnston Co., Pittsburgh, has been elected a charter member of the board of trustees of the Education Council of the Graphic Arts Industry.

ROBERT M. SCHMID, former vice-president and secretary, has been elected president and treasurer of Trautmann, Bailey & Blampey, New York City offset company. Mr. Schmid is successor to RICHMOND VANDEN HEUVEL who died recently. GOTTLIEB BASLER was elected assistant treasurer and secretary and JOHN E. MILLER is executive vice-president of art and sales. EDWARD VANDEN HEUVEL was elected to the board.

MARTIN I. BASSIST, secretary-treasurer and general manager of Ace Offset Printing Co., Inc., Los Angeles, has been elected to the board of directors of the Creative Printers of America.

HELEN M. WINTERS, manager of Graphic Arts Employment Service, has been elected president of the Cincinnati Private Employment Agencies Assn.

EARL C. GASSENHEIMER has been elected corporate controller of United Printers and Publishers, Inc., New York City. His headquarters are at Rust Craft's Dedham, Mass., plant.

HERMAN TUGENDER of Woodrow Press, Inc., head of Atlas Typographic Service Co. and Woodrow Offset Corp., is the 1958 chairman of the Graphic Arts Committee for the New York State Citizens Committee for the Public Schools, Inc., New York City. Mr. Tugender also was honored recently for over 50 years' membership in ITU No. 6.

A. RICHARD LENEGAN has become assistant market research manager for Ne-koo-Edwards Paper Co., Port Edwards, Wis.

RICHARD W. KOCH has been appointed engineering research manager and ROBERT L. EDSBERG has become manager of chemistry research for the Todd Co. Division, Burroughs Corp., Rochester, N.Y.

RAYMOND H. BERG has been promoted to plant manager of Duplex Products, Inc., Sycamore, Ill. VERON PARSONS has succeeded him as production manager.

WILLIAM T. KAYS has been appointed midwest technical sales representative for Holland Color and Chemical Co., a subsidiary of Chemetron Corp. at Holland, Mich. He is maintaining his office at the

D. G. HERELEY Co., Chicago. ARZY R. GRAY has been named Holland director of research and development.

ROBERT E. LORENZEN has been named contract service manager for Cul-lom & Gherter Co., Nashville, Tenn.

WILLIAM V. JACOBSON has joined the sales staff of Tingue, Brown & Co., New York City, producers of press blankets. He is covering eastern Pennsylvania, Maryland, Delaware, Virginia, and Washington, D.C.

PETER F. FINNERAN has been appointed an eastern representative of the carbon products division out of Ridgewood, N.J., for Port Huron Sulphite & Paper Co., Port Huron, Mich.

CARL E. BARNES has been elected vice-president of research for Minnesota Mining & Manufacturing Co., St. Paul, Minn. JOHN W. OOPENHAVER succeeds him as central research director.

DALE JOHNSON of Champion Paper & Fibre's New York sales office has retired after 38 years with the company. JAMES R. SIMPSON, director of process and patent sales, has retired after 26 years with the Hamilton, Ohio office. W. J. MONTGOMERY, director of research, also retired after 31 years.

JAMES M. HAGEDON has been promoted to merchandising manager of the Dayton division of Harris-Seybold Co., division of Harris-Intertype Corp.



James M. Hagedon



George Donahue

GEORGE DONAHUE has joined Brown-Bridge Mills, Inc., Troy, Ohio, as a salesman in the New York office.

JOHN H. VOGEL, former economist for American Paper and Pulp Association, has joined Oxford Paper Co., New York City, as marketing research manager. GEORGE S. MCKNIGHT has succeeded PAUL M. SCHAFFRATH as director of research in Rumford, Me. Mr. Schaffrath resigned to become Great Northern Paper Co. mill manager. MATTHEW B. MOWAT has been appointed western regional sales office manager for Oxford Paper. GEORGE L. KECKLER was named Atlantic regional sales office manager and HENRY W. PARK was advanced to manage the northeast office.

JAMES S. EVANS has become mill manager of the Wrenn Paper Co., Middle-town, Ohio, subsidiary of the Mead Corp.

WILLIAM J. GAUGHEN has been elected vice-president of all western operations for Leedpak, Inc., New York City.

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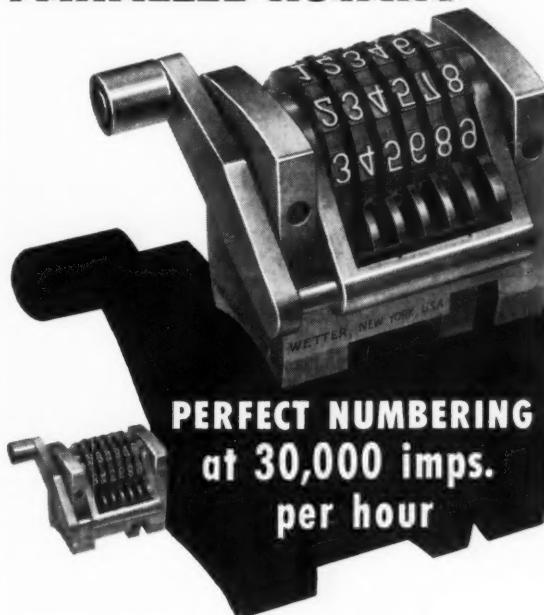


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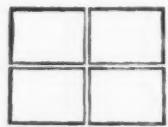
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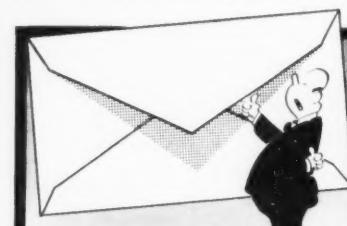
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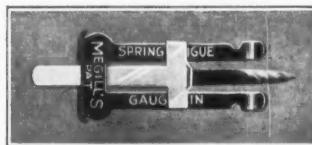
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**Carnegie and R.I.T. graduate**, 36, 8 years administrative experience in costs, methods and production available for position in printing or allied industry. For resume and references, write Box Q-55, The Inland Printer, 79 W. Monroe St., Chicago 3, Ill.

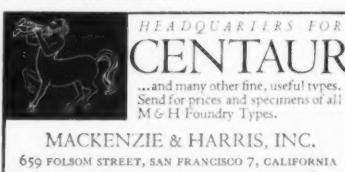
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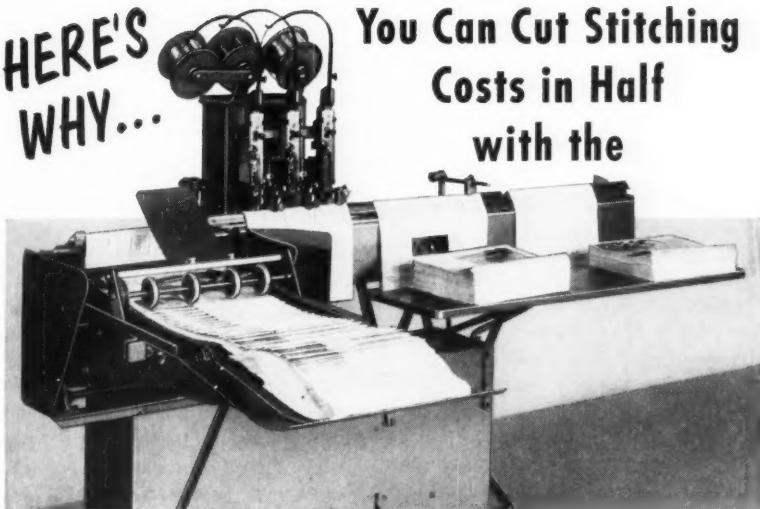
The Inland and American  
**PRINTER and LITHOGRAPHER**

79 W. Monroe St.  
Chicago 3, Illinois

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WHY...



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Hundreds of Rosback Auto-Stitcher users have proved that this machine is one of the greatest time-and-money savers ever installed in printing plant or bindery. As compared to hand-stitching, the Auto-Stitcher cuts saddle-stitching costs as much as 50%. Yet the equipment is so low in price that even the smallest plant can profit from it.

**The basic Auto-Stitcher** is the two-head machine with slide stacker delivery. This basic equipment provides automatic stitching at a minimum investment for the plant having short runs and only a few stitching jobs.

**Accessory equipment** may be purchased in the beginning or added in the future to increase the range of usefulness of the machine so that it will meet production requirements of printing plant or bindery of any size. (See list of accessories in right hand column.)

**Completely equipped** the Auto-Stitcher provides about the same pro-

duction capacity as a gang stitcher on jobs within its range. The Auto-Stitcher, however, requires much less floor space and sells at less than half the price of any gang stitcher. Where gang stitchers are now used, the Auto-Stitcher also pays its way because it saves tying up more costly equipment on small runs and one, two or three signature jobs.

Don't overlook the cost savings of the Rosback Auto-Stitcher. Ask your dealer or write us for full details.

### SEVEN PROFIT-MAKING ACCESSORY ATTACHMENTS

1. Continuous Belt Delivery
2. Second Feeding Station
3. Back Feeding Table
4. Stagger Stitch Attachment
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6. Small Booklet Hold-down
7. Automatic Counter

*The Auto-Stitcher is fully protected by patent and patents pending.*

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WORLD'S LARGEST MANUFACTURERS OF PERFORATORS,  
GANG STITCHERS AND PAPER PUNCHING MACHINES

# THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ THE SPACE AGE has just caught up with printers who design their own Christmas cards. Herbie Ahrendt of New York City wishes "Peace and Good Will to Men on Earth and Every Other Planet." And we suppose that includes Lunik which probably should be called Solnik by now.

★ PRINTING WEEK annually brings forth a great many claims about the position of the printing industry among all the manufacturing industries. No matter what you hear during Printing Week this year, the following figures from the 1956 Annual Survey of Manufactures, Bureau of Census, are the only correct ones:

The printing and publishing industry ranks ninth in number of employees, seventh in payroll, and eighth in value added by manufacture, but 13th in capital expenditures. Back in 1954 (latest figures available), the industry was third in total number of establishments with 20 or more employees.

It's interesting to note, too, that printing and publishing in 1956 (again referring to Bureau of Census figures) had about 854,000 employees or five per cent of all manufacturing industries and an annual payroll of about \$4.124-billion. Value added by manufacture was about \$7.4-billion.

These figures, the money ones particularly, are so gigantic that they defy realization but they convey the impression in no uncertain terms that the printing and publishing industry is no penny ante outfit.

★ THERE ARE SO MANY CRYSTAL GAZERS twirling their globs of glass (and we do mean *globs*) that we hesitate to try our hand even at a cup of gypsy tea leaves. So we respectfully refer you to the information released by Horace Hart, director of the Printing and Publishing Industries Division of the U.S. Department of Commerce, on pages 37-38. We are of the opinion he keeps slightly more accurate records than we do!

If you are interested in what's happening in your own particular phase of the graphic arts industry, then you may read what your national association leaders say about 1959; start reading on page 39. Your own home area graphic arts leaders have their say beginning on page 44.

Lewis L. Strauss, U.S. Secretary of Commerce, decided on Jan. 2 that the nation's over-all economy has regained the record high reached in mid-1957; he sees pretty good prospect for further improvement, which ought to encourage printing plant owners no end!

Mr. Strauss says most economic indicators report progress but a few still lag. He thinks spring will bring the full test of the market. Furthermore, the decline in plant and equip-

ment expenditures ended last fall, which ought to be a bright note for printing equipment manufacturers.

The Gross National Product in the fourth quarter of 1958 broke all previous records and the physical volume of output is estimated as equal to the peak attained in the summer of 1957.

By now you've probably read so many predictions made through the largest rose-colored glasses ever contrived that you are just about certain that 1959 will be the greatest year ever—despite a few prophets of gloom here and there.

★ LETTERS WE CAN DO WITHOUT: "The 500,000 copies of the catalogs you printed for us have arrived on schedule. However, if you will refer to our original instructions you will notice that we specifically requested that they be printed in BLUE ink . . ."

★ SOMEBODY ASKED US THE OTHER DAY who the patron saints of printing are. He wanted them for a Printing Week speech. Just about that time in came the bulletin of the Central Pennsylvania Club of Printing House Craftsmen, edited by R. Randolph Karch, who asked the same question in a headline and then gave some answers.

Of course he started with Benjamin Franklin, commonly considered the patron saint of American printing. Easy, but where do you go from there? Just who are the unsung heroes of the printing arts and crafts?

Johann Gutenberg, along with Johann Fust and Peter Schoeffer, started letterpress printing about 1450.

The first lithography was done on stone by Alois Senefelder in Munich, Germany, in 1796. The first offset press came about 1905.

Gravure was started in Vienna by Karl Kleitch in 1879.

Copperplate engraving was begun by Maso Finiguerra in Florence, Italy, in 1446.

Silk screen was done originally by the Egyptians, Chinese, and Japanese, but was made popular by Samuel Simon of Manchester, England, and J. Pillsworth of San Francisco.

The collotype process was originated by Joseph Albert of Munich, Germany, in 1870.

★ THE FIRST TYPESETTING MACHINE that really worked was patented in 1822 by Dr. William Church of Boston. Types were stored in channels at the top; pressure on a piano-type keyboard released them down a chute to a man who justified them into lines.

★ LAST WORD for printers: When day is done, it's frequently exasperating to find that nothing else is.

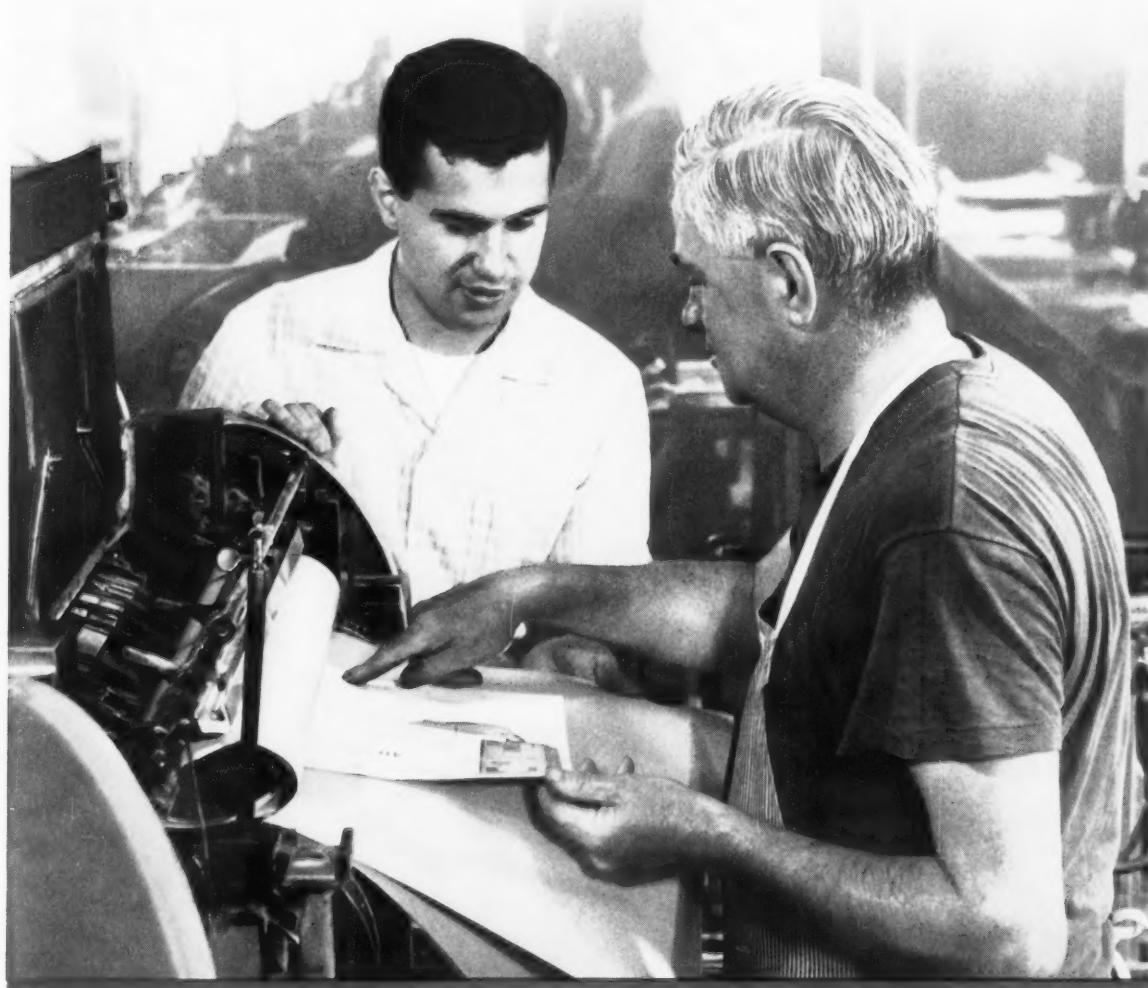


## "Nothing but Cromwell tympan for 40 years, son"

That's right! Veteran pressman Jack Taylor at Max Stern's Sons in Chicago has been using Cromwell tympan for his whole printing life. He will use no other. The reason as he gives it to every apprentice:

"Caliper of Cromwell tympan is unvarying across the width of the sheet and from sheet to sheet. Here, we use two calipers—3 and 5 mil—cut to special sizes for our presses. We save time on makeready and on the run. No breakdown of the surface of Cromwell tympan. No sponginess to build up matrix trouble. You can't go wrong when you insist on CROMWELL tympan."

Take a tip from this veteran. Insist on Cromwell when you order tympan.



- Cromwell tympan is available in 11 calipers from .002" to .020". All sizes are tailored to fit your press.
- You can buy any quantity from one ream up, in any size.
- Ask us for working samples. Test Cromwell tympan at our expense.
- **Economy tip:** Use untreated tympan below the top sheet for maximum uniformity and efficiency in makeready.
- And don't forget Cromwell offset packing paper, for the solution to your offset packing problems, too!



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